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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI.

NEW YORK, APRIL 18, 1900.

No. 3.

SPEAKING VOLUMES



Every Advertising Agency Directory published
in the United States recognizes

THE RECORD

as having

The Largest Circulation in Philadelphia

"The first duty of an advertisement is to be seen."—PRINTERS' INK.

The average for the first three months of 1900:

194,621	Daily.
151,817	Sunday.

THE RECORD PUBLISHING COMPANY, Philadelphia, Pa.

The Times and the Southwest

—the GOAL and the MEDIUM of its unquestioned accomplishment—have become identical in the minds of **observant advertisers**. You must look out for your own interests in an age in which change is the most pronounced feature. To take your eye from the field means to miss the opportunity.

To-day it is the Kansas City Times in Kansas City and the Southwest

The heart of an empire awaits your business news through the columns of this prosperous morning daily—33,000 homes are open to the merits of your proposition. You cannot cover Kansas City territory without the TIMES.

In the Times you reach the brains
and money of this territory

Buying people read it. Business men use it.

For rates and particulars write

THE S. C. BECKWITH SPECIAL AGENCY,
48 TRIBUNE BUILDING, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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BUYING SPACE AND BUYING ADVERTISING.

By Seth Brown.

Space is an incident of advertising. A part of the scheme. It is easy to buy space because it has an established market price. An ordinary person cannot get space at the market price except through the agencies. The publishers sell to the agency at wholesale. The advertiser buys from the agency at retail, pays the agency a profit and generally buys his space at less price than he could from the publication direct. That is the reason that it is necessary, with a few exceptions, to buy space from the agency in order to get it at the market price. I am talking about buying space, not advertising. From this standpoint, the agency that will sell the space the cheapest, do business for the smallest margin is the best.

The advertiser that prepares his own announcements, that has the experience necessary to decide on mediums and the hundred other things that go to make up the advertising, should use the agency as a dealer in space. Which one is the best agency is a mathematical problem.

Buying advertising is different business. It includes buying space and brains. When advertisers learn this simple rule, more profit and fewer advertising wrecks will result.

AN ILLUSTRATION.

The great house of Jones, Smith and Somebody has two problems ahead, both business problems. It has to tell 70,000,000 people about its particular kind of carpet. It has on its hands the investigation of certain patents. For the patent business, involving part of the business existence, they employ the best attorney obtainable. Ask his price? They know he is a high-priced man. For the public-

ity part of their affairs, involving everything that will make the patents, plant and everything else good for anything, they call in an advertising man and the following conversation takes place. I assume that the advertising man is one worthy of the name, and if a personal reference may be allowed will add that I am reflecting past experience with many advertisers.

Jones, Smith & Somebody: Do you think you can make our advertising pay?

Ad Man—I don't know. What have you to advertise?

J., S. & S.—Our goods are the finest on earth.

A. M.—Why?

J., S. & S.—Well, I don't see what that has to do with it.

A. M.—The advertising will tell about the goods. If the goods are right and the advertising is done right, it will pay.

J., S. & S.—How would you do the advertising?

A. M.—I don't know.

J., S. & S.—I thought you were an experienced advertising man.

A. M.—I am, and that is the reason that I can't tell you off-hand how to do your advertising. I have no advertising scheme up my sleeve. It will take careful study to decide how best to advertise your business. It involves a good many things.

J., S. & S.—How long would this study business take?

A. M.—About a week.

J., S. & S.—Will you do the studying and tell me how to advertise and how much it will cost?

A. M.—Yes, if you will pay for it.

J., S. & S.—But suppose we don't adopt your plans?

A. M.—That is your business.

J., S. & S.—Mr. Foster, the great American advertisement writer, tells me he will write us twenty ads ready to use for less

money than you want for your week's service.

A. M.—What does Mr. Foster know about your business?

J., S. & S.—Nothing, but he is an experienced man and has probably done our kind of work before.

A. M.—Is there any other business just like yours in the country?

J., S. & S.—No.

A. M.—This difference, the points of superiority should be the burden of your advertising work. Every business presents an original advertising problem. Experience is good to sharpen the advertising ax, but it is your forecast that must be laid low.

J., S. & S.—Well, if you will show us what you can do, and if you will make only a little profit on a small investment, we will put in more money, and you will get all our business.

A. M.—There are a good many plans for advertising your business. After I had studied it I should adopt the one that from my experience seemed most likely to win. I might hit the mark the first time. I might not. If I took hold of it I should not want to quit if the first plan did not prove profitable. I would divide your trial investment in about five pieces for five different plans and try the most promising first. If that failed I would try the next, and so on. You must see that the smartest man in the business can't tell beforehand just what will pay, but if, according to your plan, you only risked money enough to try one plan, and it failed, then you would have to stop. Probably I would not spend the amount of money you have in mind on the first plan, but should go at it with a determination of making it pay, and should want more than one chance. In other words, the first money spent would be a feeler. How much money will you spend to make the test?

J., S. & S.—Will you agree to charge us nothing for your service if the plans you advise do not pan out?

A. M.—No, sir.

J., S. & S.—Why?

A. M.—Because it is your

business and not mine. If you want to employ me, I will do my best, and you must agree to spend enough money in other things to make success possible. There should be no trouble about making your investment profitable if the goods are right. If I could guarantee success I would be the richest man in the business. I can't. There are the same elements of chance in advertising that there are in other things. Advertising is not gambling, but it does require a spirit of chance to succeed. The fellow that won't part with his money till he sees it on the road back never succeeds. He must part with his money and wait. I know that what I say is not in line with people that can write your ads at long range at so much an ad. To find their successes you have to pass through a good many advertising graveyards. Nerve, advertising nerve, will win. Weak, timid people are poor advertisers.

J., S. & S.—How much will the space cost?

A. M.—I can buy the space for you as cheap as anybody.

J., S. & S.—An agency has offered to write my ads and do all my advertising business for the price of the space.

A. M.—The average gross profit to an agency is 10 per cent. On \$10,000 this would be \$1,000. The net profit on this amount of business is about \$500. If you think that your advertising business can be run upon an investment of \$500 a year for advertising service, all right. I don't believe it. A more sensible way would be to cut the \$10,000 in two in the middle. Charge half to space and pay the other half to some one that knows how to fill it. Remember that the man that goes after the business with care and nerve will win.

If the man stands this kind of talk, he is worth cultivating as a prospective advertiser. If not, he falls down to the plane of the average advertiser. He is an easy mark for cheap scheme advertising, fails, and says advertising doesn't pay.

If the same care were executed in selecting an advertising man as is displayed in the selection of

an attorney, it would be better for the advertiser. The mischief of a poorly educated and rattled-brained attorney can hardly be compared to that of a make-believe advertising man—one that goes out simply to close contracts without proper appreciation of the future. The poor attorney may lose a single case involving much money. He may win. The poor ad man is almost sure to lose and it is a loss that attacks the very foundations of the business itself.

Buy space by the inch, where you can buy it cheapest. Advertising can't be bought by the pound. You can't buy brains as you do hay.

THE PRICE TICKET.

The value of the price ticket cannot be overestimated. It forms in many instances the most attractive feature of a display window. An elegant array of silk waists in a show window produces an impression which will cause every woman passing to stop for at least a moment of inspection. The opportunity is largely lost if the impression is not clinched by the price ticket.

—*Buyer and Dry Goods Chronicle.*



Of this unique little picture, Mr. C. Everett Johnson has this to say in *Profitable Advertising*:

The Cashmere Bouquet Boy is—well merely a boy washing. But he is not an ordinary boy; you would notice him anywhere, and if you were to see his quaint, uncanny little figure in Fifth Avenue in care of a white-aproned nurse you would at once think of Cashmere's Bouquet. There's nothing at all unique in a picture of a boy washing his hands, but there's a personal character and charm about this one that makes the ordinary noticeable.

THE SATURDAY EVENING POST

Advances its advertising rate to \$1.50 per line May 1. The circulation warrants it (250,000). Advertising has filled its columns because it paid. It will pay better because it will grow.

In May we will, probably, have our six new presses in the new building, and can then carry out some editorial plans that will make the POST grow faster than ever.

Our plant will be the largest periodical plant in the world, capable of turning out a million copies of THE LADIES' HOME JOURNAL monthly, and half a million copies of THE SATURDAY EVENING POST every week.

These two publications already reach one million one hundred thousand DIFFERENT families; there's only about 50,000 duplication out of 1,150,000 total circulation. JOURNAL advertisers are *not* covering the POST list only to the extent of 50,000.

THE CURTIS PUBLISHING CO.
PHILADELPHIA.

✓ McMASTER ON EARLY JOURNALISM.

The fifth volume of McMaster's "History of the People of the United States," recently issued, contains an interesting chapter upon early newspapers and magazines, of which the following is a partial abstract:

From 1790 to 1820 the years were prolific in newspaper and magazine enterprises. An incomplete list shows forty-one new titles during the administrations of Washington and Adams—eleven in New York, five in Boston and sixteen in Philadelphia. Among the first were two devoted to medicine and five to religion. The editor of the *Polyanthus*, a Boston magazine, promised in 1805 "to please the learned and enlighten the ignorant, to allure the idle from folly and confirm the timid in virtue. Is there a gem that sparkles yet unknown? Ours be the task to place it where its radiance may illuminate society. We will plant the rose that has hitherto blushed unseen on the field of science and select flowers of the noblest kind from the variegated carpet of nature." As early as 1788 the *Medical Examiner* was established in Philadelphia, and there were three religious publications in the same city before the century ended. Before 1826 the Boston *Zion Herald* and the *Recorder and Telegraph* had each a circulation of five thousand copies and the *Watchman*, *Christian Register* and the *Universalist Magazine* were each printing one thousand copies weekly. In 1828 there were thirty-seven religious newspapers all told and the New York *Christian Advocate*, with a weekly issue of fifteen thousand, it was claimed had a larger issue than that of any other newspaper in the world, not excepting even the London *Times*.

In order of establishment the Philadelphia *Religious Remembrancer*, September 4, 1815, is first, and so became the founder of religious weekly journalism; next came the *Recorder*, Chillicothe, O., 1814; the Boston *Recorder*, 1816; the New York *Christian Herald*,

1816, and the New York *Christian Journal*, 1817. Seventh in line was the Boston *Watchman*, 1819. The New York *Observer* was established in 1820, the Boston *Christian Register* in 1821 and *Zion Herald* in 1823.

The Baltimore *American Farmer*, monthly, established in 1819, was the first publication devoted exclusively to agriculture. The New York *Thespian Mirror*, edited by John Howard Paine, then a boy of fourteen, appeared in 1806. A comic paper called *The Fool* was attempted in Salem, but apparently it met with little success, and the present New York *North American Review* first saw the light in Boston during the year 1815.

The *Pennsylvania Packet*, begun in 1771 in Philadelphia with less frequent issues, became the first daily newspaper in the United States on September 21, 1784.

Among weeklies were the following names: The *Trangram* or *Fashionable Trifler*, by Christopher Crog, Esq., his grandmother and uncle; the *Beacon*, erected and supported by Lucidantus and his Thirteen Friends; the *Luncheon*, Boiled for People About Six Feet High, by Simon Pure, and the *Tickler*, by Toby Scratch 'Em.

"The magazine of early times," says McMaster, "was not intended to be read by the masses. It was for the professional class, for men and women of means and leisure, for people of education, and rarely contained what could be called light literature. The people, when they read anything, read newspapers, political pamphlets, novels of English origin, poetry sometimes the product of native authors, fast day sermons, fourth of July orations, treatises on manners and morals and such literature as was especially prepared for them. * * The great literary staple of our country was the newspaper, on which the very best talent was spent and wasted."

←→ BATTEN'S VIEW.

When "ad" makes its appearance in the news or editorial columns of the *Sun*, the *Outlook*, the *Chicago Tribune*, the New York *Herald*, the *Atlantic Monthly*, or some other publications that insist on the use of good English, we will cease protesting.—*Our Wedge*.

NO ROOM FOR ARGUMENT IN MINNESOTA

34
Daily News-
papers

cater to the

193,501

Republican voters.

1
THE ST. PAUL
GLOBE

is the only daily cater-
ing to the **139,626**

Democratic voters.

That proves our statement that

**You cannot cover Minnesota
without the**

St. Paul Globe

Ask us questions—make them leading.
We'll answer by return mail.

THE GLOBE CO., St. Paul, Minn.

Eastern Representative,
CHAS. H. EDDY,
10 Spruce St.,
New York City

Western Representatives,
WILLIAMS & LAWRENCE,
HARRY FRALICK, Mgr.,
87 Washington St., Chicago, Ill.

DUPLICATE CIRCULATIONS.

By Taylor Z. Richey.

Quite recently an advertiser stated that he did not advertise in *McClure's Magazine*, because in his opinion, the circulations of *McClure's* and *Munsey's* magazines were duplicated to such an extent that he did not think it would pay him to use both—that by advertising in *McClure's* he would be paying for a circulation much of which he already reached by advertising in *Munsey's*.

It is stated as an advertising maxim that it is better to make a strong impression upon a limited number than a weak impression upon a multitude. If this generally-accepted maxim be true, it would seem that those journals whose circulations are duplicated to a large extent would make the best possible advertising media, since by advertising in these journals advertisers could make stronger impressions than if they used none but those media whose circulations are not duplicated. In advertising in journals whose circulations are duplicated the advertisement in one paper would serve to strengthen the impression made by an advertisement in another.

Let us suppose that the *Cosmopolitan*, *McClure's* and *Munsey's* magazines had the same number of subscribers—say two hundred thousand—and that each subscriber to *Munsey's* was a subscriber to *McClure's* and the *Cosmopolitan* as well. By buying three insertions in *Munsey's* the advertiser could reach two hundred thousand readers three times in three months; by buying space in the

three magazines he could reach the same readers three times in one month. In other words, by using space in the three magazines he could accomplish in one month what would require three months if he used but one magazine. While it is unlikely for circulations to be entirely duplicated, this line of reasoning would still apply if but one-fourth or even one-tenth of the readers of a certain magazine read other magazines of the same class.

The advertiser who advertises in general mediums of large circulation ought not to use the same advertisement in any two papers. By using different ads in different papers the effect produced upon those readers who read the advertiser's announcements in more than one paper would be similar to that produced by reading the announcement in subsequent issues of the same paper.

ADVERTISING SIGNS.

I. O. Guild, Lynn, in renewing his subscription to the *Weekly Item*, handed in the following "Wanted" signs, which he copied from lasting-boards displayed in front of several Lynn shoe factories in the years named:

1876—"Boy wanted to tie up;" "Boy wanted to line and tie up;" "Shaver wanted, third story;" "A good corded top turner wanted;" "Wanted, a girl to close and stitch round."

1880—"Wanted, girls to stitch Zig Zag;" "Wanted, third story, girl to close on;" "Wanted—Turner and roller wanted;" "Wanted, a hand-sewed laster;" "Wanted, man to breast heels;" "Wanted, boy to feed mailer."

1882—"Wanted, girl on lap quarters; Bennett & Barnard."

1885—"Wanted, girl on Amazene skiving machine."—*Lynn (Mass.) Item*.

If it pays to buy space at all, it pays to spend time and money to have it well filled and to keep it well filled.—*Bates*.

AT THIS OFFICE

10

SPRUCE STREET,
NEW YORK

THE GEO. P. ROWELL ADVERTISING AGENCY keeps on file the leading Daily and Weekly Papers and Monthly Magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

CHURCH ADVERTISING.

Rev. Francis J. Van Horn, pastor of Plymouth Congregational Church, two months ago inserted a large display advertisement in a Saturday night's *Capital* advertising the next Sabbath evening's service at his church. It extended across the top of the second page and the announcement was made in bold, black type. Rev. Van Horn was asked to-day if he had heard of any adverse criticism.

"There has not been one word of adverse criticism," replied Mr. Van Horn. "It is certainly not sensational in the sense that it may be condemned. There is sensationalism and sensationalism. Jesus himself resorted to sensational methods and rendered his power to do good greater thereby. He performed miracles and by reason of the advertising they gave him was able to address immense multitudes where otherwise he might have had small audiences. No one has ever criticised him for that. Spurgeon is quoted as saying he would stand on his head if necessary, in order to fill the church. On one occasion he advertised a series of revival meetings by sending out a score of sandwich-men, who traversed the streets of London with signs on breasts and backs telling of the revival meetings. But there are legitimate methods without number, which are above question. Paid musical talent and legitimate advertising may be safely classed among these.

"The first time I saw the daily press employed by a minister in a display ad was at Cincinnati. One Sabbath morning the *Enquirer* and the other leading morning daily in that city came out with, 'Where is Hell?' 'Go to—— church to-night and find out,' printed in glaring type across the top of their front page. Next Sabbath the advertisement was similar in style and contained the inquiry, 'Where is Heaven?' The result was the church was filled to overflowing each night and the pastor preached with immense inspiration to the big audience. This gave me the idea which I have carried out in Des Moines. But I believe

the pastor went too far in his advertisement. The wording was sensational. The principle was all right, but he overstepped the bounds of propriety by employing such words, and it cheapened his effort.

"There are two essentials to church advertising: A well selected subject with a view to bringing out the audience, and a sermon that will meet their expectations, so that they will come again.

"I commenced employing advertising four years ago. I was then pastor of a church at Beverly, Mass., a city of 12,000. When I assumed the pastorate the average Sunday night audience was 150. After three successive advertisements the audience was three times its former size. At the end of eight months the capacity of the church, 1,200, was taxed to its utmost and other seats had to be improvised. This, however, was not altogether due to the newspaper advertising. When I assumed the pastorate the church had an annual appropriation of \$650 for music and the choir was of commensurate ability. I inaugurated the practice of sending to Boston for well-known musicians whom I personally knew to be Christians, and paying them \$15 to \$25 for the rendition of choice sacred music during services.

"When I commenced the practice of advertising in the press and employing talented musicians I paid for it myself. But the congregation soon insisted upon it and gave me a liberal appropriation for advertising and raised the annual appropriation for music to \$1,500.

"Then increased collections made this a good investment in a financial sense, but in a spiritual sense there is no estimating the return on the investment. Massachusetts is very conservative and the people there look askance upon any change from the methods of their fathers. My congregation gave me its unqualified approval and but one other pastor opposed it. He admitted it was because members of his congregation were coming to my church. He had himself to blame for that, however, not me. I had frequently stated that, while members of other

churches were welcome; it was the non-church goer whom I sought.

"My advertising at that time attracted much attention in the newspaper field and resulted in several articles being written in PRINTERS' INK in regard to it. The correspondence which I received on account of this was a revelation to me. One man wrote me from a city in New Jersey that he was a professional advertisement writer and that the leading Presbyterian church in his city had employed his services at an annual salary to write newspaper advertisements.

"Since leaving Beverly I have had the satisfaction of knowing that nearly, if not quite, every church in the city has taken up the practice of advertising in the daily press and that whatever opposition there was among the ministers there against my methods, was entirely removed by the results.

"I regard the matter as a business proposition, pure and simple. All preachers seek to advertise their services in some way, and it is simply a question of the better method and which yields the best results at the least cost. Some churches use small cards; others use handbills and all publish their announcements in the regular announcement columns of the daily press. And you would be surprised to know how many pastors in the United States to-day advertise much as I do.

"I have tried all methods of advertising and find that the advertising in the daily press yields the best results. I employ a larger ad than the regular church announcement column for the reason that that column is rarely read except by the regular church-goer. What the minister strives for is to induce a stranger to enter his church—one who is not in the habit of attending his church. It is among this vast field that his efforts promise greatest fruition. The newspaper display advertisement such as I have adopted is the only kind which reaches this class of men.

"I advertise eight months in the year. I commence with the subjects of a popular nature in the Fall and gradually make them deeper until Easter, which is really

the climax of the year's church work. After Easter I usually resort to sermons of a more popular nature again and keep up the advertising until Decoration Day. This I consider the close of the year's artificial effort and during the hot Summer months give the congregation and myself a much-needed rest."—*Iowa Daily Iowa Capital, March 19.*

POETA NASCITUR NON FIT.

The knowledge necessary to construct a good advertisement, to prepare a good circular or other advertising literature cannot be bought over the counter. Advertising men are just as truly born as are poets, and of the great army of so-called "Advertising Men" that the country possesses to-day, but few have attained the successful degree.—*Agricultural Advertising.*

THE SOCIETY COLUMN.

From Scribner's Magazine, By Permission.



Mrs. T. Hyphen-Again-Once-More gave a dinner on Tuesday evening last.



"The beautiful Mrs. May was seen out driving Monday morning."

MONEY ORDER IMPROVEMENTS.

The postoffice department has made a number of improvements in its money order division directly benefiting the mail-order branch. It has arranged to furnish mail-order concerns and others with blank applications for money orders, with their name and address printed thereon in red ink, as well as this sentence: "Take this application to your postmaster and procure a money order." To obtain them one need only send in a written request to Postmaster-General Hon. Charles Emory Smyth, stating name, address and number of these specially printed money order applications desired, and the postmaster-general will make requisition for them to the department. It is believed that by the general use of these specially printed money order applications a large number of remittances by money orders will be encouraged and less in postage stamps. One of these specially printed money order application blanks should be inclosed in every catalogue and other advertising matter, as well as all correspondence sent out. It should be urged that money orders, instead of postage stamps, be remitted in payment of bills, and attention called to the desirability and especially the safety and cheapness of remitting by money orders. Much can be said about it being a convenient method, and one by which exact amounts can be sent. The fact of the name and address being printed on the application blank makes the incorrect issuance of a money order impossible, and

as any one can obtain a money order at the receiving point, the remitter need not go himself to the postoffice for the money order, but may send. Another improvement has been made in increasing the number of money order offices. Until recently money orders could be secured only at main postoffices, but now they are obtainable also at almost all sub-stations. And it is reported that arrangements are being perfected so that money orders may be purchasable at drug stores and other places frequented by the public.—*Jewellers' Review*.

A HUNDRED PAGES.

"We know," says the fair Ophelia, "what we are, but not what we may be."

This prophetic sentence from the salutatory published in the initial number of the *Herald* was repeated a year ago when, on April 16, its paid advertising reached high-water mark, with a total of 301¼ columns, of which 36 columns were in one single advertisement of Ripans Tabules.

The implied expectation of continued progress has been more than justified. While 14 columns of paid advertisements were received too late for insertion, the Easter edition of the *Herald* yesterday contained 326 columns of paid advertisements, of which 306 columns were in the main edition and 20 columns in the Brooklyn edition.

This exceeds the *Herald's* best previous advertising record for any Easter edition by 44¼ columns, and also exceeds by 24¼ columns its own previous high-water advertising mark above referred to. The issue of yesterday consisted of 100 pages—without counting eight pages specially devoted to Brooklyn—and included 32 full-size pages of color and half-tone illustrations.

PROMPT ANSWER.

"My friend," said the long-haired passenger to the young man in the seat opposite, "to what end has your life work been directed?"

"To both ends," was the reply. "I have the only first-class hat and shoe store in our village."—*Chicago News*.

From one insertion of a
keyed advertisement in the

INDIANAPOLIS PRESS

296 answers were received.

"*Straws show which way the wind blows.*"

PERRY LUKENS, Jr.,

Eastern Representative,
29 Tribune Building, New York City.

VIAU'S IDEAS.

HOW HE BRINGS HIS CORSET BEFORE
THE PUBLIC.

The secret of the success of the Viau corset seems to lie in the combination of the sanitary idea with that of giving to woman-kind the best form possible. Mr. B. Viau, their manufacturer, graduated some ten years ago from the dress-making business into the corset line, and assured the representative of PRINTERS' INK, who called at his warerooms, 69 West 23rd street, New York, that this was an advantage.

"For if there is anything more calculated to impart a perfect knowledge of the female form divine I have yet to learn of it," says Mr. Viau. "The doctor may know the anatomy of the figure more correctly, but his point of view is not that of embellishment. And the artist, who, of course, may have this knowledge, does not combine it with the practical ability to properly clothe that form. I struck the idea of constructing a corset upon new lines, went into the business and took out a patent. A great part of my success has been due to the fact that the medical profession give so warm an indorsement to my principle. And ever since I began, I have been more or less of an advertiser."

"Yours has been a steady growth, Mr. Viau, has it not?"

"Yes. I have made four moves in ten years, bettering myself every time. It has been very much less difficult to hold customers than to obtain them."

"What advertising methods have you used?"

"I think I have tried almost all kinds that would be appropriate for my product. Mostly, however, printers' ink. I tried the street cars, and since they brought poor results, I never tried the elevated roads. But all printer's ink has not been effective. For instance, theater programmes were no good for me. It will strike you as strange when I tell you that my best single medium has been the New York *Sunday World*. I have been in this almost steadily since I started. The fact is

strange, because my corsets are high-grade goods. The cheapest ones I make are \$2.50, and from that they run up to \$20 and \$25."

"Did you try the *Herald*?"

"Yes. And I even took an occasional full column, but it failed of any reasonable results. My 30, 40 and 50 lines—the space I generally take in all my list, in the *Sunday World* have always netted me satisfactory returns."

"What other publications do you regularly use?"

"The *Standard Designer*, returns excellent; the New York *Sunday Journal*, *L'Art de la Mode*, *Bon-*

VIAU'S
CORSETS.LONG WAISTED.
NO PADDING.

...for...

Comfort, Style, Durability.

These Corsets give a perfect curve to the form, there being no pressure on the chest, as the spring holds the Corset in a natural way without any padding. Special corsets for slender or delicate ladies.

Prices:

Grey, - \$2.50 up

White, - 3.00 up

Black, - 4.00 up

VIAU'S

ABDOMINAL
CORSETS

LONG WAISTED.

Of special design, made very short over the hips, leaving nothing under the belt to prevent corset from curving in to the waist.

Price, \$5.00 up.

Bicycle Corsets of the best style

When ordering by mail, measure should be taken over dress as for cutting waist of dress. Also give size of corset now wearing.

For full information and prices send for circular.

B. VIAU, 69 West 23d Street,
...NEW YORK.

ton, *Elite Style*, the *Metropolitan* and *Costume Royale*."

"You restrict yourself to these now?"

"Almost entirely. I have tried so many in so many different fields, and these are the survivors, though I shall cut at least one of them even."

"Have you tried reading notices, too?"

"Oh, yes. Let me tell you my experience on these. I do not believe paid ones are nearly as good as those which are given by the publication as a compliment. And even these latter are sometimes no good. For instance, there was a gentleman named Woodward connected with *L'Art de la Mode*. He

took real interest in my business, and would occasionally insert a reading notice he had written in his paper. They invariably brought me good orders. Afterwards he went with a publication of the McDowell School of Dressmaking and did the same thing with the same results. When he left off these publications, they failed to pull as they had done."

"Do you circularize, Mr. Vian?"

"Only in answer to inquiry. In that case I send this folder, the only literature I have."

And Mr. Vian picked up an eight-page folder giving prices and descriptions of his goods and other relevant matter.

"You never change the wording in your ads, do you, Mr. Vian? They are always the same stereotyped reading?"

"Oh, no. I always change copy. But I invariably use my stock cut of a corset, and have tried to make that distinctive."

"I notice that notwithstanding its being summer, you seem to be kept very busy."

"I have succeeded in building up a trade which keeps me continually busy all the year round. You know that a very large proportion of it comes through personal recommendation, and much more through the recommendation of medical men. Just yesterday a Chicago lady stepped in, sent by a doctor from there, and she was accompanied by a townswoman who is an old customer of mine. Oh, yes, I have a market throughout the world. I have regular customers all over the entire West, in California especially, many in Florida, quite some in Canada, as also some in Mexico, and a few distributed in foreign lands. I have the reputation of making high-bust corsets, and the styles now run to low-bust. Although I make them also, I am so identified with the former that I have lost quite a little trade. Did you know I run a retail store also? I always have one on Sixth avenue during summer. It enables me to run off old stock, and to retain all my employees, some of whom I would otherwise have to drop during the slack season. In this store I sell many cheap stays—

cheaper by far than any I manufacture." J. W. SCHWARTZ.

IN CHINA.

"The American Invasion of China," by William Barclay Parsons, in *McClure's Magazine* for April, devotes itself to the progress American commerce has made in China. The principal two imports from the United States are manufactured cotton goods and flours. The chief flaw in American merchants, according to Mr. Parsons, is that they do not study Oriental likes, dislikes and customs, and thus, unlike the Germans, lose considerable trade for this reason. "It is interesting to note," says Mr. Parsons, "that the whole import trade (including exports through Hongkong) from Russia, Siberia and Russian Manchuria to the whole of the Chinese Empire amounted to less than the American imports of two grades of cotton goods at Newchwang alone." He suggests that "when the meeting of the American and European invasions takes place, unless we have an organization, a base and rallying point, a tangible something besides mere labels on boxes or bales as representing American force, the struggle will be a hard one, for the native is apt to judge his associates by the outward visible signs, and with a natural tendency to deal with the strongest. In this respect commerce in the Far East stands, and will stand for a long time, on a different footing from that of commerce in Europe."

Chester SUSPENSORS

They are all be--stretch that suspend do and do not lose only when you their stretch as others do

The "Chester" at 50c. A Chester model at 25c. Sample pairs, postpaid, on receipt of price. Nickle & Gower suspenders free to purchasers for dealer's name if he is out of them. CHESTER SUSPENSOR CO., 40 Bond St., New York Crossing, Mass. Branch factory, Brockville, Ontario.

IT WAS A QUARTER-PAGE AD IN A MAGAZINE, AND IT STOOD OUT ON THE PAGE LIKE THE PROVERBIAL SORE THUMB THAT IS SO OFTEN QUOTED THAT IT HAS BECOME A SORE SUBJECT TO THE LITTLE SCHOOLMASTER.

IN SAN JOSE, CAL.

A glance at the American Newspaper Directory's ratings for San Jose (Cal.) newspapers, indicates that the editor of that publication was not able to secure circulation figures from any of the dailies in that city. That fact makes still more interesting the following article on the advertising situation in San Jose, written by Mr. Walker Jones, a resident of that city:

Rural delivery of mail has been found a success in Santa Clara County, California—so much so that practically all of the valley, which contains most of the 60,000 population of the county, is enjoying the free rural delivery system. And the daily newspapers of San Jose, the county seat, and of San Francisco are delivered early each morning in the remotest parts of the valley. The fact that rural delivery exists does not signify much as to the papers, and has little bearing on their circulation, as the papers are sent out by newsboys and carriers as they were before the advent of the improved mail service. But the fact that free rural mail delivery is so successful indicates the reasons for the wide and general distribution of daily newspapers. The county has four hundred miles of well kept, graded roads, which are sprinkled in the summer season to keep the dust down, and are always good in winter. This enables carriers on bicycles and with light rigs to make great expedition in covering their routes, and various railways reaching certain localities help in the distribution.

This is an interesting field for advertisers, as similar conditions are not found elsewhere in these United States. The San Jose *Daily Mercury* is easily the leading paper published in this city of 30,000 inhabitants. The *Mercury* does not publish its circulation, but employees of the advertising department are understood to have claimed a circulation of 9,000. No doubt 5,000 is large enough an estimate, however, and is a very creditable figure, considering the character of the readers of the paper. The *Mercury* is so dignified that it often suppresses interesting news

"for the sake of decency." It gives a good local news service, however, and a fair Associated Press report; getting out about the same time in the morning that the San Francisco papers arrive here. The *Mercury* maintains a very stiff advertising rate, and it is generally admitted that advertisers in its columns get good results, though the rates are high. There are three other dailies in San Jose. The evening *Herald*, lately coming into the hands of Charles M. Shortridge, has made great strides in popular favor. It is claimed, and with show of credibility, that the *Herald* has, within the few months Mr. Shortridge has controlled it, increased its circulation from 700 to 3,000. The *Herald* has the evening service of the Associated Press, and gives an excellent local news service. Its advertising rates are moderate, and its columns make about the best showing in the city in the amount of advertising matter and attractive manner of display. Being an evening paper it does not circulate so widely in remote districts as the *Mercury*, but the *Herald* is seen everywhere about the city and in other railroad towns.

The *Evening News* has a good local news service, and gets its general news through telephone from San Francisco—a representative in San Francisco telephoning the principal points of news from the early editions of the afternoon papers in that city. The *News* has a fair advertising patronage, and is the county official paper, which insures a large revenue. The *News* is no doubt making good money, though generally credited with a circulation of about 1,000.

The *Record* is a small morning paper that presents local news only and in a spicy form. It is folded into the San Francisco dailies, and distributed with them free of charge. This paper has given the others much worry and they allege that it is subsidized by the San Francisco papers, and an "illegitimate effort to suburbanize San Jose," displacing our local papers with the San Francisco papers. The local dailies seem to be unduly exercised, however, as the conditions are changed but little

since the advent of the *Record* and those who are subscribers to the San Francisco dailies seem to appreciate the *Record*. On the other hand the *Record* has very few advertisers, as most all have been scared out by threats of boycott by other papers, and by yielding to the argument in favor of supporting the home journals. The San Francisco papers arrive on early trains, and the fight is waxing interesting. Many are watching its outcome with interest. The publisher of the *Record* has the agency and owns the routes for the San Francisco *Examiner*, *Chronicle* and *Call*, and it is confidently asserted that 4,300 copies of those papers, all with copies of the *Record* folded inside, are distributed and sold to monthly subscribers in the vicinity of San Jose. The *Examiner* has perhaps as large a list here as both the other San Francisco morning papers. The San Francisco evening papers have only a moderate circulation here, though this place is only fifty miles from San Francisco. It seems readers have grown used to reading a morning paper and want none other.

The farmers or orchardists here form a large part of the population; they are thrifty, well-to-do, and usually have highly cultivated places, elegant homes, and many of the luxuries of life. A number take one or two San Francisco dailies and maybe twice as many San Jose papers. They are great readers of magazines, and usually take some two or three periodicals devoted to agriculture. Their trade is worth soliciting, as they are able to buy a great deal more than the average farmer. The local dailies carry few "foreign ads," this most excellent field being overlooked in a great measure. Lick Observatory, on Mt. Hamilton, the great Stanford University and other noted colleges are located in this vicinity, and the intellectual standard of the people is not below that of its famed horticultural interests, so it may be readily discerned that the advertiser who has ten-cent articles, fake jewelry and nostrums for sale had better try some other field.

As to effectiveness of advertis-

ing in San Jose papers, I believe in it. A small "for sale" notice in the classified ad columns of the *Herald* brought me an overwhelming flood of answers, and the *Record* gave similar results. Those who have tried the other papers report like returns.

SONG OF THE INKLESS PRESS.

Apropos of the attention being paid in trade circles to the invention of electrical inkless printing, the Chicago Post comments thus:

How will we use this inkless press,

This marvel of the day?

Will it not give us more of "less,"

For wonders pave the way?

Pray, will it print a wordless book,

A newsless paper, too?

For what surprises shall we look,

If this report be true?

Will lineless drawings be the fad,

And truthless anecdotes?

When printing music, good or bad,

Will it make noteless notes?

May we expect a plotless play,

A chromo colorless?

Will raymeless verses soon hold sway,

Because this inkless press?

MORE CHURCH ADVERTISING.

An advertisement which appeared yesterday in the Brockton *Times* is worthy of notice. It occupies thirteen inches in length, double column width, and calls attention, in large and attractive type, to an annual sale of seats in one of the churches in that city.

Assuming that the church pays its good money for such prominent display, the size of this notice shows an advance in church methods, and is an indication that the church is coming to recognize the value of the liberal use of printer's ink. Not that it is anything unheard of for a church to advertise its sale of pews, but such advertising has usually been done in about an inch, single column.—*New London (Conn.) Day, Mar. 30.*

DEFEATS ITS OWN PURPOSE.

Oddity, eccentricity, funny business, may attract attention to an ad's so-called "smartness," but it detracts from the ad itself. It defeats the very purpose for which the ad is intended. You leave its perusal with the idea that it's a catchy ad, but for the life of you, you cannot tell what it talks about.—*Wm. Woodhouse, Jr.*

IN BOSTON.

The New Jerusalem Church is running a display ad in the Sunday papers, as follows:

VESPER SERVICE

Every Sunday afternoon at four o'clock at the

NEW JERUSALEM CHURCH

Warren St. cor. St. James St., ROXBURY

REV. HIRAM VROOMAN, Minister

Boy Choir, PERCY J. J. COOPER, Choirmaster

The public are cordially invited Seats Free

Warren Street Cars pass the door

PEARS' SOAP



gives
com-
plexions
as
vnto
new
milk
and
ripe
cherries

*Comely dames, brave squires, pretty little misses
& smart little masters, regularly use*

PEARS' SOAP

*Pears - Soapmaker to ye King
Pears' Soap can be bought at all ye shopp's*

THIS ADVERTISEMENT IS TAKEN FROM AN ENGLISH MAGAZINE OF 1789. BOTH CHILD AND MOTHER ARE THE GREATEST DETERRENTS TO MATRIMONY "PRINTERS' INK" HAS EVER SEEN.

CIRCULATION.

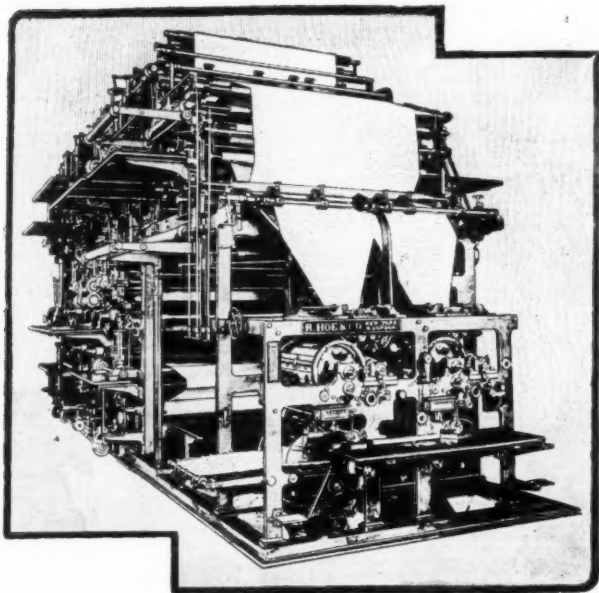
One of the first things to be considered when placing an advertisement is circulation. To get the most value out of an advertisement it should be placed in a medium which periodically meets the eyes of a large number of prospective buyers. The advertiser pays for space and circulation and he should

insist on knowing what that circulation is. The publisher who is not willing to offer an advertiser convincing proof of a large circulation, may be passed by as having no such proof to offer.—*Agricultural Advertising.*

LACK of policy is accountable for a large number of advertising failures.

Circulation of the Journal Greatest in the World.

Its Already Largest Press Plant in the World Supplemented by
the Three Greatest and Most Complete Presses Ever Constructed.



The illustration herewith printed is a photographic reproduction of the most marvellous, intricate and complete printing press ever constructed for any newspaper, magazine or periodical in the world. It is a wonder of mechanical ingenuity, made necessary by the Journal's ever-increasing circulation.

Everybody realized the marvel of the Journal's growth at the beginning of its career, but the greatest marvel of all is the continuance of that growth. From the beginning the best mechanical skill and facilities in the world have been taxed to keep pace with its steadily increasing circulation. The constant addition of new presses of the largest capacity has been a necessity, and that necessity was never more apparent than it is to-day.

The Journal is now erecting in a new building the largest presses ever built or planned for any newspaper in the world—not one press, but three, and these, added to the fourteen already running in three other separate buildings, make a capacity never dreamed of before the Journal entered the newspaper field.

The necessity for so many presses is due to the fact that the Journal's circulation is by far the largest in the world.

ITS SUNDAY EDITION IS EQUAL TO THE COMBINED SUNDAY EDITIONS OF THE WORLD AND THE HERALD. THE EVENING JOURNAL IS EQUAL

TO THE COMBINED CIRCULATIONS OF ALL THE OTHER EVENING PAPERS PUBLISHED IN NEW YORK. This is not an idle boast, but a COLD BUSINESS FACT, which we would be pleased to have any newspaper dispute.

The new presses the Journal is now erecting cost TWO HUNDRED THOUSAND DOLLARS, and the Journal has OVER A MILLION DOLLARS invested merely in machinery necessary to produce its editions. All business men will recognize that such an outlay in mechanism is the best possible evidence of the Journal's vast number of readers, and that those readers become daily more numerous.

While the Journal, even before the erection of its new presses, already had by far the largest press capacity in the world, its growing circulation compelled the addition to its press plant.

BY THEMSELVES THESE THREE NEW GIGANTIC OCTUPLE PRESSES CONSTITUTE AN EQUIPMENT which is not equalled by more than SIX PRESS ROOMS IN THE UNITED STATES.

These new presses are monsters—miracles of mechanical ingenuity and of immensity. They are octuple combination presses, printing both the ordinary news pages of the Journal and colored sections.

Each of the new presses weighs when in running order about 200,000 pounds, or 100 tons. Each press has eleven pairs of

NEW YORK JOURNAL

The Twentieth Century News

printing cylinders, forty ink distributing cylinders, 100 composition rollers, twenty-two ink fountains, five sets of oil fountains, and 850 gear wheels. Counting all the parts, each press is composed of about 200,000 separate pieces.

These monster new presses are thirty-five feet long, ten feet wide and fifteen feet high. An eighty horse power electric motor is required to start one of them from a state of rest until it attains its proper speed, after which it performs its work at a considerably less expense of power.

It must not be supposed that these are ordinary newspaper presses. They are nothing of the kind. Ordinary presses are designed to print in black only, and from stereotyped plates. These are full five-cylinder color presses of the finest kind, in combination with a full black press, which also has extra facilities for turning out the finest newspaper work from electrotpe plates.

On these presses a magazine can be printed with its pages embellished throughout with fine half-tone work, and numerous pages in five colors, besides the black of the printed text. And these pages can be printed from the stereotype or electrotpe plates, as desired.

The combined production of these new presses when running an edition will be as follows:

Of eight-page papers, inset and delivered, pasted and folded, with the cover pages in black, half-tone and colors besides, 288,000 per hour.

Of ten, twelve, fourteen and sixteen page papers, all inset and delivered, pasted and folded, with the cover pages in half-tone and colors, 144,000 per hour.

Of eighteen and twenty page papers, all inset and delivered, folded, with the first and last and two centre pages in half-tone or in three colors and black, 96,000 per hour.

Of sixteen-page papers, collected, composed of two eight-page sections laid on each other and folded to half-page size, with the first and last pages of each section in half-tone, or in three colors and black, 144,000 per hour.

Of sixteen, twenty, twenty-four and thirty-two page papers, collected, composed of two sections folded together with the first and last and two centre pages of each section in half-tone or three colors and black, 96,000 per hour.

The Journal's full press capacity is 1,296,000 eight-page papers per hour.

And this is not all that these marvelous mechanical creations are capable of. They are not restricted to one size of page. They will print half-page size, with color pages distributed throughout sections, which may number up to sixty-four pages.

This is what the new presses will do. But first the Journal's mechanical department must cast 264 stereotype plates of the matter and illustrations to be printed. These, which are bolted on to cylinders, weigh a total of 13,200 pounds. To distribute the ink over these plates takes 6,000 pounds of roller composition. Thirty-three thousand pounds of ink are required to fill the ink fountains, while at least two gallons of oil are required.

When these wonderful machines are in full operation, white paper from the rolls will pass through them at a speed of

1,000 feet per minute—60,000 feet per hour, which is equal to twelve miles of paper. So it will be seen that these three new presses will produce a continuous stream of Journals, two abreast, at a speed of thirty-six miles per hour. This is faster than the average railroad express train travels.

The foregoing description by no means exhausts the abilities of these great printing machines. It is merely the alphabet of their possibilities. In the hands of the experts in the Journal press rooms they are capable of infinite combinations. Hardly anything can be asked of them in the line of printing that they cannot perform.

Formerly, it was not possible to produce good half-tone work except on the slow, flat presses used in printing books and magazines. But with these marvellous improved web presses such work, the equal of that seen in the highest class periodicals, can be produced without any slackening of speed.

They are also equipped with a wonderful labor-saving device for the blending of colors while the presses are in motion, by means of which three or four simple colors produce tints as fine and artistic as those obtained by seventeen separate colors lithographed and printed on flat-bed presses. Proof of this statement will be found in the color sections of the beautiful Easter edition of the Journal, of which this is part. Irrespective of speed, no more artistic results can be produced on any presses in the world.

These advantages appeal to the advertiser as well as to the ordinary reader of the Journal. The perfect half-tone results and color possibilities enable the advertiser to set forth his offer to the public in the most attractive manner. The best talent of artists can be brought to the embellishment of business announcements, adding greatly to their value as advertisements. The Journal, by this means, has drawn steadily upon advertising patronage which formerly was given only to the periodicals.

Such mechanical facilities are a constant source of inspiration to the Journal management, encouraging the creation of new and attractive typographical displays and original methods of illustrating, both in half-tone and in color. The Journal is not compelled to rely on the often necessarily hasty work of artists, but can reproduce pictorial effects direct from photographs—a vast gain in point of beauty and fidelity to originals.

No newspaper office in the world will present such attractions for visitors of a mechanical turn of mind. Indeed, it already excels in that as well as other respects all other newspaper offices. But these three new printing monsters in size and intricacy of mechanical detail alone will constitute a spectacle absolutely unique.

And all these miracles have been performed simply because of the steadily increasing thousands who prefer the Journal to any other newspaper. The greater the newspaper the more perfect must be its mechanical department. The height of perfection in mechanical equipment is the most convincing proof of the recognized value, power and vitality of the newspaper produced by it. This proof the Journal exhibits in its constantly increasing facilities for doing the finest printing and art work in the world of ink and paper.

BEATS ALL RECORDS

paper's Indisputable Supremacy.

R. HOE & CO.,
Printing Press, Machine
and Saw Manufacturers.
Telephone
"145 Spring."

Cable Address
"Hoe, New York."
Codes Used:
A, B, C, 4th Edition,
Lieber's Standard,
And Our Own.

Grand, Sheriff, Broome and
Columbia Sts.
Office 504-520 Grand St.,
New York.
Also Mansfield St.,
Borough Road, London.

New York, April 5, 1900.

W. R. HEARST, Esq., Editor and Publisher The New York Journal and Advertiser:

The three new presses just finished for you, and now in process of erection in your office, are the largest we have ever made. It is also a fact that what might be called YOUR PRESSROOM BATTERY IS THE LARGEST PLANT OF PRINTING MACHINES IN THE WORLD, AND IN COMPLETENESS UNEQUALLED BY ANY OTHER.

These three new Octuple Color Presses **ALONE**, if taken by themselves, have a **GREATER PRINTING CAPACITY** than is possessed by **MOST OF THE LARGE PAPERS IN THIS COUNTRY**, and at present we think of not more than six which exceed it. They also **SURPASS IN COMPLETENESS**, and we think in **PERFECTION, ANYTHING WHICH WE HAVE HERETOFORE MADE**. When at work they have a running speed, or capacity, of 288,000 eight-page papers per hour, with colored covers, or 144,000 sixteen-page papers per hour, with colored covers; and a proportionate number of ten, twelve, fourteen, eighteen, twenty-four and thirty-two page papers.

IT WOULD APPEAR THAT THE MORE PRESSES THE JOURNAL HAS THE MORE IT STILL REQUIRES. Its growth has been so great that the acquisition of new machines seems to have always been followed by a corresponding increase in circulation; and having been so repeatedly called to meet its requirements we are not surprised that the men in your Pressroom have come to consider **OUR WORKS AS ALMOST AN ANNEX OF THE JOURNAL**.

We appreciate the generous enterprise shown by your paper in availing itself of our new inventions and improvements, which aid in its perfect and efficient production, and which has not only enabled us to give you these advantages, but encouraged us to still further efforts.

We do not suppose these machines, large as they are, will by any means be the last. **THE JOURNAL WILL REQUIRE IN ITS CONTINUOUS GROWTH.** In such event, we are ever ready to serve you, and, with best wishes for the future, are,

Very sincerely yours,



Largest Consumers of Paper in the World.

INTERNATIONAL PAPER COMPANY,
30 Broad Street, New York.

April 6, 1900.

W. R. HEARST, EDITOR AND PUBLISHER NEW YORK JOURNAL AND ADVERTISER:

Dear Sir—The consumption of paper by the New York Journal has grown to such enormous proportions that there is no paper company outside of the International Paper Company, with its 110 paper making machines, capable of furnishing it.

The last figures we have just compiled show a consumption that has never been equalled by any paper in this country or abroad.

It gives us great pleasure to congratulate you on your success.

Yours very truly,

INTERNATIONAL PAPER COMPANY,
Per WM. B. DILLON,
Second Vice-President.

NEW YORK JOURNAL

The Twentieth Century News

A Measure of Prosperity.

To the question whether prosperity has reached the top of the hill and begun to go down, the Journal is able to reply, on the strength of the most convincing evidence, that it has not.

Prosperity and advertising go together. When merchants spend their money liberally in making their wares known it is manifest that they are getting good returns. Hence the volume of a newspaper's advertising becomes a test by which the commercial activity of the time can be accurately measured.

A few months ago the Journal felt obliged, for the benefit of the future historian, to record certain facts with regard to the remarkable growth of advertising exhibited in its Christmas number. It is now called upon to make a note of the still more remarkable progress illustrated in yesterday's Easter issue.

The Journal printed yesterday **360 columns** of advertisements, or over **51 full pages**. This breaks all records, not only in New York, but in the world. Here is a little table that shows what the three New York papers of largest circulation have done in this direction in the Easter and Christmas numbers of 1899 and the Easter number of 1900:

COLUMNS OF ADVERTISING.

	Easter, 1899.	Christmas, 1899.	Easter, 1900.
Journal	222 1-2	321 3-4	360
Herald	247 1-2	251 3-4	325 1-4
World	249 1-2	250 1-2	291 1-4

It will be observed that our neighbors have shared in the general prosperity. The Herald, which had 247½ columns of advertising in its Easter number last year—a large amount in itself—has 325¼ columns this year—a gain of 77¾ columns, or 31.4 per cent. The World has increased from 249½ columns to 291¼, a gain of 41¾ columns, or 16.7 per cent. The Journal, which occupied **third** place last year with **222 1-2** columns, is now in **first** place with **360**. It has gained **137 1-2** columns, or **61.8 per cent**.

The Journal's mere gain in advertising in one number over the corresponding number a year ago amounts to nearly **twenty full pages**, or more than an entire daily issue; its excess over the advertising in yesterday's Herald is **34 3-4** columns, or nearly **five full pages**, and its excess over yesterday's World is **68 3-4** columns, or nearly **ten full pages**.

If it be asked why the pressure on the advertising columns of the Journal is so great, the answer is simple. Advertisers want circulation, and the circulation of the Sunday Journal equals the combined circulation of the Sunday World and the Sunday Herald, its nearest competitors. When a paper with the largest pressroom capacity in the world finds its great battery of presses so inadequate to its needs that it has to spend \$200,000 for three more—these alone constituting a plant which only six newspapers in the United States could equal with their entire mechanical resources—it is evident that the circulation is a solid fact.

Moreover, each special number of the Journal is a guaranty that the next one will be worth having. Yesterday's Easter number was as exquisite in the artistic perfection of its reproductions of sacred paintings as it was complete as a newspaper and interesting as a symposium of opinions on current events.

The excess of the Journal's advertising over that of its estimable neighbors would doubtless have been greater than it was but for the fact that many merchants use all the different media within reach. But the lead secured this year is likely to be considerably lengthened hereafter.

—Editorial from New York Journal and Advertiser, April 9, 1900.

BEATS ALL RECORDS

paper's Indisputable Supremacy.

Comparison for Emphasis.

IT is with no desire to gloat or glory over contemporaries which are excellent and successful in their way that we call attention on these pages to certain items of statistical information. We merely make a few comparisons which the public will understand, and which serve to emphasize the Journal's enormous lead.

The Journal's circulation is now by far the largest in the world. Consider for a moment what that means. There never was a time in history when newspapers were as widely circulated as now. Therefore, when you read to-day's Journal you hold in your hand something that represents the very utmost that has ever been accomplished in certain directions in the whole life of mankind.

The Journal's Sunday edition is equal in circulation to the combined Sunday editions of the World and Herald, the two papers that approach it most nearly in this respect.

The circulation of the Evening Journal is equal to the combined circulations of all the other evening papers published in New York.

That is why \$800,000 worth of great presses, any one of which would be more than sufficient for the needs of an ordinary newspaper, have been overworked in the service of the Journal, which now finds it necessary to spend \$200,000 for three more.

—*Editorial from New York Journal and Advertiser,*
April 8, 1900.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

EVERY day here is a bargain day.
DON'T skip this item. It's a tidbit.
Is standard in everything but price.
PURE food is the elixir of long life.
NOT a commonplace design in the lot.
THE small profits help us by helping

you.

HERE'S bargain cutting that really cuts.

WE sell only goods that are worth buying.

PRICES just right for you. Never mind us.

WE'd rather sell at half any time than pack away.

DON'T think they are cheap because the price is.

WE never try to sell you goods you do not want.

NOTHING stiff or fashion-platey about our clothing.

SOLID satisfaction given away with every purchase.

WE tell you the whole truth and let you do the rest.

NOR a get-rich-quick scheme, but a plain business proposition.

HANDSOME as these clothes are, we don't make them to keep, so out they go.

THE only way to find out how good our men's wearables are is to try 'em.

TO be fed is not simply to have enough to eat, but enough of proper elements.

WE crowd the utmost value into garments and affix the littlest of little prices.

LOW price is not the only consideration—quality must be there, or value is wanting.

SO long as thrift is an active trait in human nature, the buying public will gravitate here.

SATURDAY here without a bargain for the boys would be like a plum pudding without plums.

IF you're wearing a made to order shirt, it's because you don't know the kind we sell ready made.

WE had sooner lose a dollar, or even ten dollars, than to have a single customer go away dissatisfied.

OUR stamp on a shirt guarantees the style, it guarantees the fit, it guarantees satisfaction in every way.

THESE must go, and quickly. What will insure their speedy departure? The answer is in figures below.

AS to style: We are no more in style this year than we were last year. We can't be any righter than right.

IT'S no news to our regular customers that we sell the best hats in town. We want everybody to know it.

WHETHER you're seventeen or the father of a boy of seventeen, you'll find attractions in our young men's suits.

NO "how much will you give" or "make me an offer" business. We countenance only legitimate methods. When

a garment in our store is marked \$5 it takes \$5 to buy the garment.

ALL the worry and delay of "going to the tailor" is saved. Likewise half the money the tailor wants—yet not a detail of the elegance of the very best tailored to order clothing is missing.

LITTLE folks at table like to have a knife and fork like grown people, only they're too large for little hands. Here are some just the right sizes for the little people in long-wear silver plate.

THERE are two kinds of clothing—the kind that is made for the eye only and the kind that stands the test. There is more profit in selling the former, but permanent success is only obtained in handling the latter.

NOTHING short of flying equals the pleasure of riding a Tribune bicycle. The parts are so nicely adjusted and balanced that, once the wheel is put in motion, it glides on with scarcely an effort of the rider.

IT is poor policy to fall into the habit of placing your laundry work at random, as it is productive of much annoyance and little satisfaction. Here your linen will be done up right and be faultless at all times in its color and finish.

THE finest imported fancy half hose ever brought across the water. If they had soaked in the ocean all the way it couldn't have hurt the color or material. But since they didn't get wet we guarantee both color and material in the laundry.

THE furniture department is only a yearling, but its "drawing power" is that of a ten-year-old. Why shouldn't it be, since everything is crisp and new? Selected with great discrimination, and our prices are just the ordinary dry goods rates.

IF the chips we've whittled off our dress goods prices this week could be raked up and smelted into coin, you'd have enough money left, after paying the original price for the material out of which to make a gown, to almost pay the modiste for making.

A BUSINESS man on North Delaware avenue wears an ulster to-day which he purchased here ten years ago. It's not as good as when he bought it, but it's still serviceable in bad weather. We make better ulsters now than we could then and for less money.

YES, we are proud. Proud of our beginning, proud of the thousands of friends we have made and hold, and prouder still of the magnificent spot cash system of doing business that has made our name a synonym for fair and square dealing throughout this section.

WE want to have the biggest trade in town, and the way to get it, in our estimation, is to sell cheaper than anybody else and treat our customers better than anybody else does. Please remember that if you are dissatisfied in any way, we want to be told about it.

EVERY man who has gone through the door of success will tell you that the door was labeled "Push." That's what we are doing, and we not only want to go through ourselves, but we want to hold that door open a little while, too, so that you will find the way towards successful drug-buying.

ANSWERS OF NO ACCOUNT.

Office of
THE CHICAGO ENVELOPE CLASP CO.
NILES, Mich., April 6, 1900.
Editor of PRINTERS' INK:

In the first line under your "editorial head" in your April 4 number you say: "Follow up all answers." Our business may be peculiar, but we opine many other lines notice the thing we mention, as follows:

In reply to our ads we get many answers that we feel sure will not pay us even to spend one stamp on, let alone "following up." Many show clearly that they are from mere curiosity seekers—boys, young girls and others who, by their penmanship and style of writing, show clearly that they are "n. g." to us. Some of these go directly to the waste basket without an answer, others get only a single and limited answer. Only those are followed up which we believe to be worthy and hopeful. Why waste good samples and stamps on "no account" and "fool answers"? An experienced advertiser learns to detect these and should use good judgment. Thousands of dollars are wasted by not paying attention to this matter. There are parties who seem to make a business of answering ads from mere curiosity or in hope of receiving something which will repay them for the postal card which many of them use. We had one "correspondent" in Wisconsin who used to answer every ad we put out and ask for samples. We had so many requests from this party that we looked him up and found he lived in a little cross-roads place of about twenty-five population, where no one would ever want to pay for anything in our line. After that all his postal cards went directly into the waste basket. Finally he ceased to bother us.

ALFRED L. SEWELL, Pres.

HOW HE SECURED NAMES.

The New York Morning Telegraph of recent date tells the following "story" of how one man made money:

When the Miller bubble burst he inserted modest little 15 and 25-cent notices in newspapers in various parts of the country, requesting all persons who had lost money through the 520 per cent "fakir" to send their claims to him, and he promised prompt collection for an insignificant fee, signing himself "Lawyer." Thus he came into possession of a barrel full of names and addresses of people with a speculative turn and had them duly printed. Then his harvest began. Such names and addresses are valuable, even to reputable stock brokerage houses, and he had no difficulty in disposing of copies of his list at round sums. He was able to establish the authenticity of the names and addresses by means of his published advertisements and the original letters that came to him in response, submitting these as evidence. One bucket shop paid \$1,000 for a copy of the names and addresses, and in no instance did he receive less than \$300. When he had exhausted the field in New York he went to Philadelphia and then worked his way to Chicago, reaping rich harvests in two dozen cities or more. He says his campaign is not yet over.

HEYWOOD'S SIDE.

PHILADELPHIA, Pa., April 5, 1900.
Editor of PRINTERS' INK:

In reply to the snivel of the Baltimore Herald, through S. C. Beckwith, on page 41 of the current PRINTERS' INK shall say that I do not use my privileges as contributor to further my business or my enmities, as you well know; that I do not believe that Mr. Turner has denied the interview in whole or in part. While Mr. Turner's opinion of the Herald may have changed since he favored me with the interview, nevertheless he said at the time that "all dailies are worth the price except the Herald and the World; that while I realize returns from those papers, they are not as pronounced as their alleged circulation would warrant." He added: "That's the truth, that's so!" when I re-read the lines from my notes with the remark that it might be considered as my interpolation in the face of the fact that the Herald had never settled my salary account. The inclosed letter from him demonstrates that he is not very indignant over any statement it made.

Yours truly,
FRANK A. HEYWOOD.

Office of
LEONIDAS G. TURNER.
BALTIMORE, Md., Mar. 31, 1900.
Mr. Frank A. Heywood, 211 S. 10th St., Philadelphia, Pa.:

DEAR FRANK—I want to thank you for the article which appeared in last week's issue of PRINTERS' INK, and also for your inquiry for business property received this morning. I expect to be ready to place my printing about the middle of the month and will let you hear from Yours truly,
(Signed) L. G. TURNER.

HE KNEW THE ROPES.

Patron—I wish you'd stop my paper for about three weeks. Then you can begin sending it again.

Editor—Certainly. Going away?

Patron—No; but I see you are getting in a new press, and I haven't time to spend all day reading about presses.—*New York Weekly.*

A GREAT CHOCOLATE HOUSE.

YE olde house of Walter Baker & Co., wh. begun ye making of chocolate in ye towne of Dorchester, in Massachusetts, more than 1 hundred and 20 yeares agoe, has had an exceeding great success, soe much soe that it has to keepe 5 big mills a grinding of ye cocoa, and to hire enough men to make a whole regiment of ye militia. Ye chocolate is eaten and drunk both by ye riche and ye poore; and ye learned physiciens do recommend it most highly for persons who are thin or nervous, or who do work verie hard with handis or brain. It is much used by ladies of qualitie, as it improves ye skin, making it smoothie and faire.

Manie evilly disposed persons have sought to deceave ye unwary by using ye name of Baker on poore chocolate, and so leading ye innocent housewife to buy it thinking she was getting ye chocolate made at ye greale house in Dorchester. Ye way to knowe ye honest chocolate is this: On every paper enwrapping it you will find ye name "Walter Baker & Co., Limited, Dorchester, Mass.," and ye trade-mark, which is a comely maiden bearing a tray with a cuppe of chocolate and a glasse of water. If ye paper about ye chocolate does not bear ye said name and trade-mark, then you will do well to avoid it, and demand of ye shopkeeper ye goode chocolate.

YE OLDE STYLE.

THE "GREAT ROUND WORLD"
VINDICATES ITSELF.Office of
"THE GREAT ROUND WORLD."
NEW YORK, April 4, 1900.

Editor of PRINTERS' INK:

In to-day's issue you devote a half-page to the Pathfinder Publishing Company's attack on our circulation. The best way in which we can show the baseless character of the allegations is by publishing the entire correspondence. But as that will require several pages, we must content ourselves with giving a review. Briefly, the facts are: The *Pathfinder* in November last sent us a small order for space. It was a positive order, without any conditions whatever concerning circulation. The first insertion brought returns. They sent copy for a second. That must have brought returns, for they sent further copy for a full page. They tried to get three times too much matter into the page. As there was no time to wait for new copy, we had to cut the old and get the "meat" of it into the page. That page also brought returns. The writer of the letter you published, in writing to us recently, forgot what he had written about returns several months before. His two letters before us present a fine example of perversion.

In November we sent bills for \$30 to the *Pathfinder* concern, and in December a bill for \$15. There were five bills in all, amounting to \$45. No notice was taken of any of these. As usual, we sent a statement in January, to which no reply was received. In February we sent another, with the same result. In March we sent a third, of which no notice was taken. Then we drew on the concern and they allowed the draft to come back dishonored. They wrote a letter which convinced us that they were trying by subterfuge to escape paying. Their letter was accompanied by a dodger which is a disgrace to the publishing business. The dodger was printed, apparently kept in stock, and suggests that there probably are other cases in which similar attempts were made to "work" it on other publishers. We returned the insulting circular.

In order to leave them no loophole through which to evade payment, we sent them our postoffice receipts, although in nearly four years of publishing no advertiser has requested to see our receipts. But we had nothing to conceal. They probably thought we had and that we would not dare to show our mailing receipts. These receipts are here, subject to your inspection, and will convince any one who seeks to know the truth that we mailed 25,000 copies as mentioned in the correspondence. Of course, even the postoffice receipts would not satisfy the "scientific" individual who weighed copies of our paper in an effort to escape payment of debt. He could not, however, bolster up his attempt to escape payment by such means, because postoffice receipts do not lie and bags are of standard size.

Does it not seem singular that the *Pathfinder* lets PRINTERS' INK readers know that it received "meager returns"? The Werner Company, who advertised

in the *Great Round World* at the same time, voluntarily wrote us that they had gotten better returns from the *Great Round World* than from any of the large publications in this city. If any concern possesses "abnormal ingenuity in the matter of figures" it is the one whose letter you published. They have evaded paying our bills for four months (meantime maintaining silence and ignoring bills and statements); they have obtained valuable free advertising from you and at the same time that they are trying to avoid paying our account, they have led the public to believe that the sole anxiety of the Pathfinder Publishing Company is that the American Newspaper Directory should have our circulation rated poorly.

Yours truly,
THE GREAT ROUND WORLD CO.
E. J. Wessels, Pres.

HIS OWN FAULT.

CHICAGO, April 5, 1900.

Editor of PRINTERS' INK:

Just received your marked copy, issue of April 4th, and sorry to see that you have made a mistake in your figures or a typographical error in your article on page 12, headed "Lumber." In that article you say, "The *Radford Review* of Chicago, which reported an average in 1898 of 8,700 copies and exceeds 4,000 in 1899," etc. We are puzzled to know whether you meant 14,000, or whether some one has been giving you a "fill" and you have an idea that we are going backwards. Our average circulation for 1898 was 8,700, and we furnished affidavits to that circulation; in 1899 we had nearer 14,000, and since December 15, 1899, we have increased our paid subscription list by more than 2,500 subscribers. We are inclined to think that your intentions were right and that this is a typographical error.

Very truly yours,
THE RADFORD REVIEW CO.

There is no mistake, typographical or otherwise. You failed to give the American Newspaper Directory circulation figures for 1899 and through lack of such figures that publication was compelled to estimate your circulation, and it gave you the letter "G," which indicates "exceeding 4,000." The article in PRINTERS' INK was based on the figures in the Directory. Had you furnished circulation figures in 1899 as in 1898, you would not to-day be worrying over a condition that is entirely of your own making.—[EDITOR PRINTERS' INK.]

IN CLEVELAND.

CLEVELAND, O., April 3, 1900.

Editor of PRINTERS' INK:

Displayed in Wageman's window, Cleveland, O., last week were three sheep, the original object being an advertisement for "The Three Little Lambs," a farce comedy playing at the opera house. Wageman's busy manager did not hesitate about completing the picture by surrounding the lambs with a display of all-wool spring suits, at the same time calling attention to same with a sign, thus making the advertisement do double service.

Very truly,
HARRY M. SCOTT.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalms cxvii., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

COLORADO.

Denver (Col.) *Fidibus Herold* (1).—The consolidated paper has a larger circulation in Denver than the balance of the German papers combined and its circulation in Colorado is larger than that of any other German newspaper published.

IOWA.

Ottumwa (Iowa) *Courier* (1).—Believes that it offers to the merchants of Ottumwa the best advertising medium in the State. It reaches 90 per cent of the population of Ottumwa, and guarantees a larger circulation than all the other papers in Ottumwa combined. It carries yearly contracts with the largest concerns in the city. You cannot call to mind any merchant or firm in the city doing business to-day but whose ads can be found in the *Courier*, with possibly a few exceptions, and not more than three or four who are not under yearly contract. Is not this a clincher to the statement that the *Courier* gives the best results to advertisers? Would all these merchants use the *Courier* and pay much higher rates than in any other paper, if the results did not justify them? In buying advertising it is not how cheap but how good. Is it not worth more to have your ad in 3,500 papers every day than in 1,500? Is it not worth still more than in 1,000? Buy space in the best paper and the one with the largest circulation. The rate is higher than in any other paper because the circulation of the *Courier* is more than four times greater than any other Ottumwa paper. But the rate is extremely low when the circulation of the *Courier* is considered. No rate is too high if the results make it profitable to pay it. No rate is low if there are no results. It is not a question of how cheap you can buy advertising, but how much publicity you can buy with the least money. If you consider this, you will buy your advertising in the only newspaper in Ottumwa that gives results to advertisers; that pays attention to its advertising and has adopted the most successful and up-to-date method of changing ads daily—the *Courier*.

MASSACHUSETTS.

Boston (Mass.) *American Kitchen*

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

Magazine (2).—We reach 10,000 buyers for 10,000 homes, and the magazine is consulted every day of the month and referred to many times afterward, because a recipe never gets old. Subscriptions are steadily coming in, and the 10,000 copies that we issue each month are becoming more and more inadequate for actual needs, which indicates that the edition will be increased in the near future. We give guaranteed statements of circulation, and the high quality of our advertisements speaks for itself.

MICHIGAN.

Saginaw (Mich.) *Post-Zeitung* (1).—Has great influence among the Germans, for they know that it is ever truthful, and on the outlook for their best interests. Advertisers who expect to reach all the people of this section cannot get along without the *Post-Zeitung*. The best of results cannot be obtained in this section without having your advertisement in this paper. The reason is a simple one. Saginaw is about half German, and the country surrounding it even more so, and every copy of the *Post-Zeitung* goes into a home, where it is read at the fireside by every member of the family, advertisements as well as reading matter. A majority of the German families are large and therefore large consumers. Advertising rates are low in proportion to circulation and value for this field.

MINNESOTA.

Faribault (Minn.) *Journal* (2).—The largest Faribault newspaper and is read by fully one-third more people in the city and county than any other newspaper in the town. The only newspaper in the county that prints a sworn statement each week of its circulation. It contains the most town and county news and has the most home advertising. Every page is a good one. Rates reasonable and lowest in proportion to circulation. Special attention given to outside advertising.

Minneapolis (Minn.) *Svenska Amerikanska Posten* (1).—Circulation larger than that of any Scandinavian paper published in America and exceeds that of any Scandinavian paper published in Minnesota by from 10,000 to 30,000 copies each issue. The *Svenska Amerikanska Posten* carries more ads than any other Scandinavian paper published and is patronized by more than 100 firms than any other Scandinavian paper and gives satisfactory results to every advertiser.

MONTANA.

Anaconda (Mont.) *Standard* (2).—Total circulation first three months of

1900, 1,046,395, or an average daily and Sunday circulation of 11,626. We carried 172 inches more paid display advertising in March, 1900, of Butte advertisers alone than did both the two Butte dailies combined.

NEW JERSEY.

Paterson (N. J.) *News* (3).—On April 9th the *News* printed and sold 9,554 copies. This is more than all the other Paterson papers combined. A well informed person puts the circulation of the *Call* at 4,000, the *Guardian* at 2,000 and the *Press* at 2,500. None of these papers will open their pressrooms or circulation books to advertisers. The *News*' press is placed at an open window where the public can see and check off the extent of the printed edition. Our offer of \$500 to be forfeited to charity if the *News*' circulation is not the largest, is still open to all.

NEW YORK.

Batavia (N. Y.) *News* (3).—In the first three months of this year the total circulation of the *News* was 455,923, the figures for March being 161,051, or a daily average of 5,964. In the first three months of 1899 the total circulation was 403,986. The circulation of the first quarter of 1895, five years ago, was 312,397, while ten years ago the figures of the first three months of the year were 231,900. This statement shows a growth that is the best possible tribute to the *News*. It indicates that the paper has earned a place for itself among an increasing number of readers year after year and that it is acceptable to its patrons.

Buffalo (N. Y.) *Evening News* (1).—Was established in 1880, and before it had reached its first birthday it had attained a circulation far in the lead of any other daily paper in the city of Buffalo; and each year since, as Buffalo has increased in population, the *News* has grown in circulation and influence, and now has the largest circulation of any newspaper between New York City and Chicago. It reaches the homes of the people, and has the confidence of its readers, who also have confidence in the advertisers who use its columns. A great many bright advertisers use it exclusively in Buffalo and have proved to their satisfaction that it is a medium that reaches the buyers of Buffalo and vicinity.

New York (N. Y.) *Journal* (3).—It is with no desire to gloat or glory over contemporaries which are excellent and successful in their way that we call attention to certain items of statistical information. We merely make a few comparisons which the public will understand and which serve to emphasize the *Journal*'s enormous lead. The *Journal*'s circulation is now by far the largest in the world. Consider for a moment what that means. There never was a time in history when newspapers were as widely circulated as now. Therefore, when you read to-day's *Journal* you hold in your hand something that represents the very utmost that has ever been accomplished in certain directions in the whole life of mankind. That is why \$800,000 worth of great presses, any one of which would be more than sufficient for the needs of an ordinary newspaper, have been overworked in the

service of the *Journal*, which now finds it necessary to spend \$200,000 for three more.

New York (N. Y.) *Popular Fashions* (1).—A little over two years ago *Popular Fashions* was started. At the outset the management announced the purpose of building up a very large circulation by widespread advertising and giving most attractive premiums, as well as by printing a magazine which would be a welcome visitor to the homes of the people. At first, one hundred and fifty thousand copies were printed and circulated, and no subsequent issue ever fell below that number. The one hundred and fifty thousand circulation soon became two hundred thousand; in a year the figures rose to two hundred and fifty thousand; at the close of the year 1899 the December circulation was three hundred thousand copies, and the April, 1900, *Popular Fashions* was mailed to over 435,000 subscribers. *Popular Fashions* for May will be mailed to 500,000 subscribers. Think of half a million fresh, paid-in-advance subscribers, at \$1 per agate line! No sample copy or give-away circulation.

OHIO.

Dayton (Ohio) *Journal* (1).—The leading newspaper of the Gem City. Shrewd advertisers who appreciate the combination of the number of copies distributed and paid for, and the quality of the circulation as well, always include it in their list of indispensables. The manufacturing interests of Dayton are probably of greater volume than in any other city of 90,000 population, an important factor to those who seek business in territory where money is plentiful and active. The *Journal* is the only morning daily newspaper published in Dayton.

Springfield (Ohio) *Daily Rural Times* (2).—A daily journal for farmers, containing the news of all the world, complete telegraphic market reports. Sworn statement of circulation, backed by \$1,000 guarantee, furnished on request. We have a circulation exceeding five thousand, and we have good reasons for predicting that it will not stop short of twenty-five thousand within the next six months. The idea of a farmers' daily originated with this company. The paper goes to press at seven o'clock on the evening preceding the date of issue and is mailed to farmers in Ohio and Indiana that evening and reaches them early the following morning. It contains all the best news of the day; also a complete market report; in fact, just the news the farmer wants and all for \$1 a year. We absolutely guarantee that no single issue will be less than five thousand from this time on, and the average for twelve months will be way beyond that figure.

TENNESSEE.

Nashville (Tenn.) *Banner* (1).—When a newspaper leads its field in news, editorial influence, circulation, advertising, enterprise and has the best building and largest plant, it can legitimately claim to be the greatest newspaper. The Nashville *Banner* has a decided lead in Nashville and Tennessee in all the lines named above, and that is why the Nashville *Banner* is called Tennessee's leading newspaper.

NOTES.

THE article on "Great Newspapers of Continental Europe" in the *Bookman* for April is devoted to Austrian and Hungarian newspapers.

BARNHART BROS. & SPINDLER of Chicago produce what they call the "Curtis Series," being the attractive headline type used by the *Ladies' Home Journal*.

SENATOR BRACKETT'S bill authorizing the village of Saratoga to spend \$5,000 to advertise its auditorium was passed by the assembly last night.—*Troy (N. Y.) Press*, April 8, 1900.

THE Brotherhood Wine Co., New York, puts its 110-page price list for 1900 in a leather cover. Half of the book is devoted to recipes of articles in whose composition wines play a part. An effect of daintiness is secured.

Munsey's Magazine for April tells "The Story of the Fakir," being an interesting article concerning "the peculiar ways and wares of the street vender, and how he sometimes makes a fortune from some catchy trifle."

BEGINNING with the April number, *Current Literature* will be issued in the standard magazine size and form, with a slightly broader reading page. The advertising pages will be the same as the standard magazines— $5\frac{1}{2} \times 8$ inches.

Golf, a monthly publication in New York City, has recently been purchased by Harper & Brothers, who are pushing it into popularity. It will be conducted under the editorship of Mr. Van Tassel Sutphen, the well-known authority on golfing subjects.

ON May 1st the Osgood Art Color-type Co. of Chicago will establish an Eastern branch at 128-132 White street, New York. "This," the company claims, is "the first fully equipped colortype plant that the East has ever had in the city of New York."

A WRITER in the *Advertising World* (Columbus, O.) for March 15th tells us that Bien Brothers, a clothing firm in Van Wert, Ohio, did effective advertising by sending out distributors of circulars and tin cups with the concern's name at the bottom of the cups.

"IN the Maine Woods," issued by Bangor & Aroostook Railroad of Bangor, Me., is more interesting than many a novel. It breathes the very air of outdoor life in its letterpress and the large number of its half-tone illustrations. Moosehead Lake could have no better advertising.

THE manufacturers of the Ben Hur cigar advertise their product by a Ben Hur Roman chariot, lit up by myriads of little incandescent lights in many different colors on the harness of the horses, and containing fine scroll work on the chariot. The chariot is drawn by four spotless white horses, driven by driver in Roman costume, for two weeks on the public streets of each city, night and day.

MESSRS. WARD & GOW, 1 Union Square, New York, control the advertising privileges of the Manhattan

Elevated railway stations, all the advertising privileges in all the elevated railway cars in New York, and in the cars of the Brooklyn Heights and Nassau Electric Railroads of Brooklyn. They also act as agents for other systems, and have matters so arranged that they can submit a plan of advertising in the same manner as the agent who deals in newspaper space.

AN enterprising druggist in Salamanca has been running a novel perfumery advertisement for the past week in the sprightly little daily *News* of that village. A different perfume is used each day with instructions to "keep your nose on the spot"; the ad further states that "it is a good perfume that will overcome the odor of printer's ink." The idea was original with Messrs. Smith & Teepie of this city, and such an advertisement was run in the *Reporter* a few years ago.—*Wellsville (N. Y.) Reporter*.

AUBURN, March 31.—Retail coal dealers of this city have entered into a unique compact. In the future the dealers will withdraw their individual advertisements from the newspapers and a single card will be inserted in which will be announced simply the price of coal, nothing more, not even names of the dealers. This card will be paid for by an assessment. This plan is urged by the older dealers. Two or three enterprising young dealers who have made a study of newspaper advertising and have featured their "ads," say that they have had large and direct returns. These were loth to go into the scheme, but to preserve harmony in the local combination they have consented to give the plan a trial.—*Syracuse (N. Y.) Standard*, April 1.

THE collection of Michigan dailies which has been made for the library of the University of Michigan is nearly complete. It contains a copy of every daily paper published in the State. The papers, which number seventy-four, are arranged alphabetically according to place of publication. They will be bound into a single volume and shelved in the newspaper room in the general library. Besides the collection of Michigan dailies, there is being made a collection of all the publications of the State. This will include a copy of every paper, magazine or bulletin published with regularity. It is hoped that this collection can be completed before the close of the present year. It will contain in the neighborhood of eight hundred newspapers, magazines and bulletins and will be a valuable exhibit of the Michigan publications at the close of the century.—*Newspaper Maker*.

THE city of Greenville, O., has passed a law ordering that "no person within the limits of the city shall engage in the business of billposter, bill distributor, card tacker or advertiser of any article or compound which has not been manufactured or compounded within the corporate limits of said city, until he or she have obtained a license from the city, the mayor of which is hereby authorized to grant the same upon receipt of the license fee and to revoke said license whenever he deems it ad-

visible; that billposters, bill distributors, card takers and advertisers within the city shall pay a license fee of not less than five dollars per day or fifteen dollars per year, provided that nothing in the ordinance shall be construed to require merchants doing business in said city to obtain a license for advertising their own business, or for the advertising of public sales or posting notices that are required by law."

THE first annual exhibition of the Press Artists' League will be held in the east parlor of the Waldorf-Astoria during the week beginning Monday, May 14th. Its primary object was to show the originals of cartoons, portraits, caricatures and general work of the newspaper artists employed by the leading newspapers of New York City, and the first date set was April 16th. But the news traveled rapidly, and the committee soon found themselves in possession of a wealth of good material that could not be possibly put into frames and catalogued in the allotted time. There are in all about five thousand sketches in black and white and a large number of colored drawings and sketches in water colors and oils. The artists represented are not limited to those whose field is solely newspaper work. Illustrators of books and of weekly and monthly periodicals have also a place in the scheme. The headquarters of the League are at Room No. 24, World Building.

A CAUSE or an interest that is not such as to enlist the sympathy and command the assistance of any considerable number of newspapers on its inherent merits is not going to be forwarded or strengthened by a special organ; and money put into such a concern is wasted. The usual pamphlets and magazines are worthless as immigration producers. A man of sense and business experience can tell more about a community by looking at its newspapers and studying over the local news and the markets and the real estate transactions and the advertisements—especially the advertisements—than from any other form of publication that is issued. One of the shrewdest traders in San Francisco, with business ramifications all over the country often comes into the office of a newspaper there, and asks to be allowed to see a newspaper or two from a certain town in Montana or Utah or New Mexico or some comparatively out-of-the-way corner of the country—perhaps even Florida—remarking: "I want to see what sort of a place it is," or, "I want to size up the town."—*Stockton (Cal.) Mail.*

THE Association of American Advertisers is sending letters to members of congress in support of a bill now before congress, the gist of which is contained in the following resolution: *Resolved*, that the Association respectfully petition your honorable body to enact into law the bill now before congress, entitled "An Act to Prevent Robbing the Mail, to Provide a Safer and Easier Method of Sending Money by Mail, and to increase the Postal Revenues," which provides for the issuance of "United States Post Check Notes" in denominations of five dollars, two dollars

and one dollar, to replace the entire issue of money represented by those amounts, and fifty million dollars (\$50,000,000) in fractional notes, of fifty, twenty-five, fifteen, ten and five-cent denominations. Each note to contain blank spaces for the name and address of the payee and his signature and that of the person who sends it; such signature to make it payable at the postoffice where the payee resides, and transforming it into a check on the United States Government, to be used the same as a personal check or the present money order. In lieu of the fee for issuing the note, a two-cent stamp for notes of \$1 or upward, or a one-cent stamp for notes of fractional parts of a dollar, to be affixed to each note by the person using the same to transmit it through the mails. When redeemed, the notes to be re-issued.

DICKSON'S SCHEME.

"I have a good advertising scheme for the city," said Councilman C. M. Dickson. "Let the Commercial Club, Board of Trade, manufacturers and others build, say, 1,000 freight cars, nicely painted, of standard size and carrying the name and advertisement of this city. Let them be filled as needed by our own shippers and sent, like our goods are, all over the country. They will probably pay for themselves in mileage charges and perhaps yield a profit. But what if they don't? Can this city be better advertised in a more practical or substantial way?"—*Indianapolis Press.*



SPALDING

BICYCLES

The name "Spalding" tells the whole story

If a better bicycle than the Spalding Bevel-Gear for 1900 could be made, we would be making it

Bevel-Gear Chainless, \$75. Chain, \$40 and \$50
AMERICAN BICYCLE COMPANY
Spalding Sales Dept., 83 Chambers St., New York

Ames & Frost Sales Department, Chicago, Ill.

PRETTY.

CIGAR LABELS.

Next to engravers of bonds and bank notes (says the *New York Mail and Express*), the men who make the drawings for cigar labels command the fancy salaries of that class of mechanical work. One of the largest lithographers of this city says that the variety of designs on cigar labels exceeds that of any other branch of the trade. "There is an ever changing demand for cigar labels," said this manufacturer, "and it is something new, something new every hour of the day. Not many years ago cigar manufacturers were willing to pay any price for a label in six colors, and the kind turned out then was shabby. A moderate price for the commonest was between sixty-five dollars and seventy-five dollars a thousand. Then the labels had to be attractive rather than artistic. Each manufacturer now requires from one hundred to one hundred and fifty brands, and while he insists that they must be nice, he leaves the lithographer to walk the floor so far as the conception and execution are concerned. Many cigar manufacturers judge a label by the number of colors it is said to contain. But that has little to do with the artistic effect. Many come in here and say, 'Show me anything that hasn't the figure of a woman in it.' Others go into raptures over the female form. But the majority do not know at first what they want. Frequently I have been expected to explain the meaning of a phrase chosen for a label. One recently given us was, 'Until death do us part.' That was a stickler to the artist and he nearly went insane trying to fathom its meaning. His only solution of the problem was that it meant a poor, miserable wretch holding on to a bad cigar. I have frequently studied personal characters in the purchasers of labels. The man who likes the turf wants a flying equine, the athlete revels in a Hercules throwing a hammer as big as a 13-inch gun, or a chap on the cinder path, and the devotee of the prize ring wants the latest star in the fistick sky. Sometimes a manufacturer, generally a small one, shows his reflex by ordering a label containing his picture.

EXPECT TO WIN.

Many men start in on an advertising campaign as though they did not expect it to pay. The general who starts into a battle expecting to be whipped is pretty sure not to be disappointed. The merchant who rents a store, buys a stock of merchandise and opens for business doubtful of success, is reasonably certain to fail. The young man who goes on the road with the feeling that he will never make a salesman scarcely ever does. The boy who, in a fight, has one foot turned backward and one eye open for a chance to run is whipped at the beginning. So with advertising. Expect to win; determine to win. Make it "Pike's Peak or bust." Husband your strength, to be sure. Do not exhaust your every resource on the first blow. Make sure that you travel at a rate of speed that you can maintain to the end, and it will be "Pike's Peak."—*Our Wedge.*

WIDENS THE LANGUAGE.

The power of advertising is clearly and forcibly illustrated in the case of Forreder's "Vici" kid. "Vici" is Forreder's copyrighted name, and yet so closely has he associated it with glazed kid, that all stock of this kind is now called "Vici," without reference to the manufacturer, and in ordinary newspaper advertising the quotation marks are dropped and the word decapitalized. Mr. Forreder has protested against this indiscriminate use of his property by manufacturers and the public in general, but his protestations have been unheeded. The fact is, he has created a simple name and joined it so intimately to the goods it describes, by wide and well directed advertising, that he has added a word of general meaning to the terminology of the trade. The same is true in a less degree of "Box Calf." Every manufacturer makes box calf shoes, it doesn't make any difference whether they buy the leather from White Brothers—now the American Hide and Leather Co.—or not. Take a good word, easily handled and attractive to the vocal chords, and give it enough publicity and it will pass from the control of the owners of the copyright into the unrestricted nomenclature of the trade and finally find a place in the language as a descriptive term of general significance. —*Shoe and Leather Gazette.*

The highest form of advertising consists in teaching the public the varied uses of the article advertised, making it clear how completely it fits into the social economy of the public and proving that the person addressed must buy the article in order to live according to the highest ideals.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

DESIGNER AND ILLUSTRATOR wants work. Address R. B. INGRAM, Springfield, Mo.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

ADVERTISING MANAGER AND WRITER wants position. Write for particulars. "BOX 684," Plainfield, N. J.

RELIABLE jobbing house to handle goods on large commission. Write for particulars. SAWYER & BOYLE, Dover, Me.

PRACTICAL advertising man wants position on live daily as manager of advertising department. "HUSTLER," care Printers' Ink.

JOB as ad manager or editor wanted by all round newspaper man, 29 years old. Like to go South. "YANKEE," care Printers' Ink.

SUCCESSFUL special agent can handle one more publication for N. Y. district. Trade journal preferred. MORELL, 82 Duane St., N. Y.

ALLROUND desk man and reporter seeks change. Resourceful, capable, with clever, original ideas. A home in any position anywhere. "WORKER," care Printers' Ink.

CIRCULATION increased by novel, attractive, educational coupon contest, requiring small space; no merchandise. Send specimen paper to WILLIAM EVANS, 86 Bible House, New York.

ADVERTISING, circulation, all-around newspaper man of ten years' experience; hustler; temperate; best references; desires position outside city; competent to take full management or charge of any one of above branches. "W. M. S., 1117 Holland Building, St. Louis, Mo.

ORDERS for 5 line advertisements 4 weeks \$10. in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. This price includes **PRINTERS' INK** for one year.

A MANAGER is wanted for a Chicago special agency. An advertising man connected with a good daily preferred. Applications will be treated as confidential, if desired. Address, with references, giving age and experience, and stating salary desired, "AGENCY," P. O. Box 1408, New York.

FERNALD'S NEWSPAPER MEN'S EXCHANGE is not an asylum for incompetents. Over 50 per cent of its candidates are college graduates, with from three to fifteen years of practical newspaper experience. Over 85 per cent are already in positions, but seeking advancement. Correspondence with employers solicited. Telephone 550-2. Office, 15 Cedar St., Springfield, Mass.

ADVERTISING SPECIALTIES.

AD-PAPER WALLETS. Write to **CHICAGO ENVELOPE CASE CO.**, Niles, Mich.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PRINTERS.

PRESSWORK for the trade. **KNICKERBOCKER PERIODICAL PRESS**, 160 William St., N. Y.

MAILING MACHINES.

THE BEST, a labeler, 799 put, is only \$12. **REV. ALEX. DICK**, 43 Ferguson Ave., Buffalo, N. Y.

ADDRESSES AND ADDRESSING.

20,000 NAMES of wealthy people. Entire list, \$5. **P. W. McAD**, Room 916, 41 Union Square, New York.

BUSINESS CHANCES.

EXPERIENCED MANAGER, now with large daily, desires to lease city circulation of any paper. "CIRCULATION," care **Printers' Ink**.

PRESS CLIPPINGS.

THE MANHATTAN PRESS CLIPPINGS, Arthur Cassot, Manager, 2 West 14th St., New York Trade journals. Personal items. Ads a specialty

SUPPLIES.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 138 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 595 Broadway, N. Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of **THE AMERICAN NEWSPAPER DIRECTORY**, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

STOCK CUTS.

JEWELRY CUTS, 25c. each. Send stamp for proof sheet. **ADCUT CO.**, 116 Nassau St., N. Y.

BEST collection of tone and line cuts for ad's and booklets in world. Cat. 20c. (refunded) **SPATULA CO.**, Boston.

STOCK CUTS for advertising, 25 cents. Send stamp for catalogue. **COMMERCIAL CUT CO.**, 106 Fulton St., New York.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. **FARM AND TRADE**, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is **THE EVENING POST**.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is **THE EVENING POST**.

KEEP your eye on **FARM AND TRADE**, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in **THE EVENING POST**.

A **WEB** perfecting press, linotype machines and a building of its own is evidence of the prosperity of **THE EVENING POST**, of Charleston, S. C.

THE Southern farmer boy swears by **FARM AND TRADE**, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$50 page; 5, 10 and 20 per cent dis. on 5, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

TO reach the prosperous farmers of the South try **FARM AND TRADE**, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is **FARM AND TRADE**, Nashville, Tenn. If you want to reach that class the best and only medium is **FARM AND TRADE**. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,000 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

HARDWARE DEALERS' MAGAZINE.

Exceeds 10,000 every issue. Three hundred regular advertisers. **DANIEL T. MALLETT**, Publisher. Broadway and Murray St., New York City.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$50; 500 inches, \$80; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. ROWELL ADVERTISING AGENCY**, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 260 inches; 20 per cent on 520 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or **OTTO KOENIG**, Eastern Agent, 737 Park Row Building, N. Y.

NEWSPAPER BARGAINS.

A GREAT proposition in Massachusetts—monthly 14,500 circulation; weekly 2,350 circulation; making about \$4,000 a year. Owner very sick. \$2,500 to \$5,000 cash required; balance easy terms.

\$8,000—cash required \$2,500 or more—buys a money-making newspaper property in Idaho. Owner has enough \$3 and wishes to retire.

\$2,000 buys a reliable weekly property in large, fast-growing New England town. Easy terms.

\$1,300 buys a New York State weekly—if bought quick—doing a profitable business.

\$5,500 buys a dandy weekly and job business within 75 miles of Albany.

\$3,500 buys a splendid Democratic weekly in Wyoming. Business shows a profit of \$900 for six months.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

GREAT DAILY—FOR SALE.

ONE of the very best daily properties in New England States, to wit: \$15,000—\$5,000 or more down—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

C. F. DAVID, Confidential Broker in Newspapers, Abington, Mass., 28 years' experience.

PERFECTING PRESS FOR SALE.

Will print 6, 7 or 8 column, 8,000 to 10,000 per hour, printed and folded papers. Press is guaranteed by the makers and present owner. Also a full stereotyping outfit. Can be bought at a very reasonable price and has been used but very little. Address C. F. DAVID, Abington, Mass.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HALF-TONE, 10c. an inch; minimum \$1.00. Zinc 4c. one col. portraits; outline \$1.10, half shade \$1.25, full shade \$1.75. Cash must accompany order. ART ENGRAVING CO., Washington, D. C.

FOR SALE.

STONEMETZ perfecting press, 8,000 per hour, four or eight pages, cheap; \$1,000. Now in daily use on THE ENTERPRISE, Brockton, Mass.

ADVERTISING space in 19 daily newspapers of moderate circulation scattered throughout the country. Full particulars and terms given by addressing E. G. SIGGERS, 918 F St., N. W., Washington, D. C.

HALF INTEREST in leading daily, Republican, in one of the most solid and richest cities of 25,000 in the country. Paper is paying well, \$15,000 cash or security required. Address "I. F.," care Printers' Ink.

ONE million or more original letters from '95, '96, '97, '98, and '99. Will be sold in lots to suit the purchaser. They have never been copied or used. Let me know the quantity you want and I will make the price all right. Will sell for cash only. Address H. A. GRIPP, German Artist, Tyrore, Penn.

VERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

\$6,000 DOWN; balance of \$4,000 easy pay—takes independent daily and Democratic weekly which paid \$3,000 cash profits in 1899, and is doing even better this year. In prosperous, substantial and fast growing Michigan manufacturing city of 3,000 inhabitants. Power, typesetting machine, folder, splendid general equipment, and an abundance of friends and fat patronage. If you have the cash and mean business address "C. W.," care Printers' Ink. Must sell at once.

BOOKS.

SEND for booklet on Railway-Station Advertising. Maximum publicity—minimum cost. PHILA. & READING RAILWAY CO., Charles A. Kink, Advertising Agent, Reading Terminal, Phila.

ADVERTISING NOVELTIES.

TRICYCLE wagons for merchants, \$40; lettered to suit. ROADSTER SHOPS, Camden, N. J.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CAPS and hats are being used by many advertisers to advantage. We should be pleased to lay before you samples and prices. BROWN & BIGELOW, Mfrs. of Specialties for Advertisers, St. Paul, Minn.

UP-TO-DATE advertisers use banners on their wagons. Most unique and attractive device ever invented; any style wagon changeable with 6-inch gas plyers. GEO. W. BARTLETT, patentee, 134 E. Van Buren St., Chicago.

ADVERTISEMENTS CONSTRUCTORS.

J. HOWLAND HARDING 1545 Broadway.

EDITH R. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

RETAIL advertising, FRANK EGBERT OLDER, 108 Fulton St., N. Y.

CHISP ADS with a convincing flavor. MISS WOODLE, 6 Wall St., N. Y.

SEND 2c. stamp for sample of handsome postal card. SMITH, Box 2816, New York.

SMALL ADS made strong. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

CRISP 8 page booklet \$10. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

BRIEF booklets, circulars, stock letters and ads. Consult JED SCARBORO, Brooklyn, N. Y.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

APT ADS ad-adapted to arrest attention, bring buyers and capture custom, written by MRS. HUNT, 42 Richardson St., Newton, Mass.

WE make very attractive original drawings, and have a convincing way of saying things. Write us. We can help you. AD-AIK CO., P. O. Box 181, Minneapolis, Minn.

EFFECTIVE ADVERTISING AND PRINTING.

Makers or sellers of good articles can get practical ideas and matter of WALTER J. DRAPER, Ad-torney, Fulton, N. Y.

THE ads that add most to the sales of advertising pharmacists are written by the MEDICAL ADVERTISING BUREAU, 100 William St., New York. A pamphlet written by them is a positive profit producer. Just inquire.

STRONG ADS.

THEY'RE PULLERS, TOO. Not expensive. Any business. Send 5c. stamps and data; will mail you 3 samples, any size. TRY ME. GREENE THE ADMAN, 31 National Bank Building, Oil City, Pa.

THIS man's advertisement sounds as if it might pay me to write him for further particulars. Power to suggest precisely such thoughts is the infallible measure of any advertisement efficiency. Mere space-filling, bragging-matches—viz., big type and "bluster"—never do such suggesting. FRANCIS I. MAULE, commercial literature of all kinds, 463 Sanson Street, Philadelphia. No postal cards, please.

BOOKLETS, ADVERTISEMENTS, CIRCULARS.

I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

Nashville



TENNESSEE'S LEADING

WILL CONTRIBUTE

THE BANNER
ACCEPTS ADVERTISING
CONTRACTS
GUARANTEEING
DOUBLE THE CIRCULATION
OF THE
NASHVILLE AMERICAN



From PRINTERS' INK,

If the American can produce a competent committee by the Association of American Publishers that its actual average bona fide circulation during the year 1898 (their sworn statement shows) the Nashville Banner will pay all the expenses of investigation, and in addition any charitable organization committee may suggest \$5,000, and give the Nashville Banner for giving to the committee examining its books and all proof. Furthermore, the Nashville Banner is glad for this same committee to investigate the Banner and will place at its disposal in its power for arriving at the Banner's circulation, and investigation prove that the Banner's circulation statements, for the year ending January, 1900, was not 16,800, it will give an additional certified check for \$5,000 to the same charitable organization.

BANNER PUBLISHING

E. M. FOSTER

BUSINESS



LEADING NEWSPAPER,

CONTRIBUTE \$1,500

PRINTERS' INK, March 21st.

American can prove to the satisfaction of the competent committee appointed by the American Advertisers Association that the average bona fide daily circulation of the year 1898 exceeded 8,000 (the statement shows 14,252), they will pay all the expenses of the investigation and in addition will present to the organization which said committee suggested a certified check for \$500 to the Nashville American. The committee will be given the privilege of selecting the books and all other necessary expenses. The Banner will be named on the committee while in Nashville to investigate the Banner's circulation, and at its disposal every facility for arriving definitely at the circulation, and should said investigation prove that the Banner has made no misstatements, or that its average circulation for the month of February is not 16,800, it will contribute a certified check for \$1,000 to the organization selected.

PUBLISHING COMPANY,
E. M. FOSTER,
Business Manager.

THE BANNER'S DAILY
AVERAGE
SWORN CIRCULATION
FOR THE MONTH
OF
MARCH, 1900, WAS
16,732



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, APRIL 18, 1900.

AN advertisement should not only be truthful, but it should have a truthful appearance. Many an announcement that is perfectly honest appears to have an untruthful ring about it.

DISGUISED advertising is a thing of the past. It has been found to be more profitable to make advertising attractive and informing, so that it is read for its own sake than to impose upon people by trying to fool them into reading it.

LAWs against the use of the United States flag for advertising purposes have been passed in Arizona, California, Connecticut, Illinois, Maine, Massachusetts, Minnesota, New York, Pennsylvania, South Dakota and Vermont. PRINTERS' INK would be glad to know of any other State possessing such a law.

In regard to Mr. Sheldon's experiment in the newspaper world, Dr. Washington Gladden has the following sensible comment:

I doubt whether a paper conducted as this one has been, would succeed in getting subscribers enough to pay the expenses of publication. This is, of course, essential to the success of a newspaper. It is vain to talk of subsidizing newspapers by charitable funds. What is the use of publishing newspapers which people will not read? Newspapers which they wish to read they are willing to pay for. The first thing to do with your Christian newspaper is to make it one that a large number of people will want to read.

THE dissatisfied customer is an effective advertiser, but hardly the best kind to secure.

THE *Medical World*, Philadelphia, sends the letter that follows, which it recently received, to PRINTERS' INK as a "curio." They probably so regard it on account of the extreme modesty of the demands made by the Lippmans:

Office of

LIPPMAN BROS.

SAVANNAH, Ga., April 3, 1900.

Medical World, 1520 Chestnut street, Philadelphia, Pa.:

We have a scheme by which we think we both can profit. We want to curry favor with the physicians whom we sell goods to, and the way we propose to do it is to offer them a year's subscription to your journal free, provided you will give it free, and we want twenty-five copies for our travelers, of whom we have twelve or fifteen, so they can show it to physicians. We propose giving it free to the physician one year and, of course, if they like it, they will subscribe next year. All we ask in return for our work, time and expense of our travelers is that we get a page in your journal free, where we shall advertise physicians' supplies furnished. Would like to hear from you about this idea. We remain

Yours very truly, LIPPMAN BROS.

THE manager of the Hotel Victory at Put-in-Bay Island, Lake Erie, Ohio, knows how to get out booklets that make one desire to go at once to his hotel. The chief brochure is full of excellent pictures that show at a glance what a good time there is in store for the prospective guest. Everything one is likely to ask is indicated. A little supplementary booklet called "A Few Telling Facts About Hotel Victory" is devoted to portraits and letters from women and children, expressing their delight with the hostelry; another, named "Smiles," gives pictures of the staff of the hotel, each whose photograph is given making a good-natured remark; thus, for instance, the bookkeeper says: "The bookkeeper may not have been born to rule, but he does it just the same"; the chef says: "The proof of the pudding is in the empty dish after dinner"; and so on. It is all good advertising, its strongest point being, as already indicated, the impression it gives that an exceptionally good time is in store for the coming guest.

THE circulation of the *Ladies' Home Journal* of Philadelphia has reached 920,000 copies per month. Its average for the year 1899 was 819,410 copies.

Ad to indicate advertisement, adwriter to indicate advertisement writer, are recommended as terms that have brevity and common sense to recommend them.

PERHAPS the most elemental form of advertising is illustrated by the "street fakir." His "medium" is his voice and through it he first gathers his crowd. This secured, he launches forth concerning the benefit of possessing his wares. That these, often almost utterly valueless, are readily disposed of, is a glowing testimonial to the worth of the advertising medium utilized.

THE New York *Journal* has just spent \$200,000 for three new octuple color presses, making its press equipment now worth a million dollars. These new presses have a printing capacity of 288,000 eight-page papers per hour, inset and delivered, posted and folded, with the cover pages in black half-tone and colors, making the *Journal's* entire printing capacity 1,296,000 eight-page papers per hour. R. Hoe & Co. state these new presses to be the largest presses they have ever made and assert that in completeness the *Journal* pressroom is now unequalled. The three new presses alone, says Hoe, if taken by themselves, have a greater printing capacity than is possessed by most of the large papers in the country, not more than six newspapers at present exceeding it. "We do not suppose," says Hoe, "that these presses, large as they are, will by any means be the last the *Journal* will require in its continuous growth." Of its circulation the *Journal* now makes the following claims:

The *Journal's* circulation is now by far the largest in the world. The *Journal's* Sunday edition is equal in circulation to the combined Sunday editions of the *World* and *Herald*, the two papers that approach it most nearly in this respect. The circulation of the *Evening Journal* is equal to the combined circulations of all the other evening papers published in New York.

WHEN an advertiser pays several thousands of dollars or several hundreds of thousands of dollars to secure inquiries, he should not hesitate to spend a comparatively small proportion more in order to turn those inquiries into business.

ALTHOUGH Anaconda is twenty-seven miles distant from Butte, the *Anaconda Standard* during the month of March had 172 inches more paid display Butte advertising than the two Butte dailies combined. "It is a case without a parallel," says the *Standard*, "for an outside newspaper to come into a city of 55,000 and get more business than their two local dailies combined. We sell more papers in Butte every day than either Butte dailies prints altogether."

THE United States Circuit Court of Appeals, sitting at Boston, has decided that an act for infringement cannot be maintained under Section 4,965 of the United States Revised Statutes, which provides a penalty for the infringement of a copyright for an engraving, cut or cartoon not itself copyrighted, though a part of a copyrighted paper. The New York *Herald*, printed, June 15, 1898, a cut entitled, "William, You're Too Late." Six days later the Boston *Traveler* reproduced it with the title, "Willie, Keep off the Grass." Mr. Bennett brought suit against the *Traveler*. The lower court, whose decision is thus affirmed, held that if a party desires to copyright an engraving separately and apart from the newspaper in which it is contained, he must send a separate description of it to the Librarian of Congress, must take out a separate copyright for it, and he must mark each separate engraving "copyrighted," etc.—*Newspaper Maker*.

The principle above stated applies to advertisements as well. Copyrighting an advertisement does not protect the illustration in it; to protect the picture, it must be separately copyrighted as a work of art. Under the law advertisements cannot be protected, because the copyright law states that the protection accorded is for works of art, and the courts have decided that an advertisement is not a work of art, although the judges would perhaps find it difficult to state why it is not. The Librarian of Congress takes the advertiser's dollar and sends him the copyright solicited for advertising literature which is not worth the paper it is written on, so far as legal protection is concerned.

MR. KENDALL B. CRESSEY sends **PRINTERS' INK** a communication which he calls "Book Advertising and Big Circulations." He deplores the present tendency of publishers to patronize media of small circulation and high price and intimates that if these publishers were to insert their announcements in newspapers of large circulation far better results would be obtained. In this latter class of publications, says he, the most expensive jewelers, bric-a-brac men, stationers, gentlemen's tailors, high-class shoe men, high-grade hotels, steamship lines and similar high-grade businesses are liberally represented, simply because their advertising therein brings satisfactory results. Book advertising, if inserted, would be equally profitable in his view. "It is a noticeable fact," says he, "that the largest and quickest movements of books made by advertising have been made in the papers of general circulation. A few years ago one large New York publishing house entered upon a campaign in Philadelphia. The advertising was controlled by one of the department stores and the great bulk of it went to the papers that circulated from 150,000 to 200,000. The book mediums were almost ignored. The result was an astonishing success. And yet, when this house has been approached by the papers that made its big sale, with propositions for its current book advertising, the latter advertising has been refused, and the firm's money has been spent in limited circulations." He instances the success of John Wanamaker in bringing to public attention through media of large circulation the International Library of Literature, the Century Dictionary, Ridpath's History of the World and similar subscription books of high price, and of Cyrus Curtis in securing almost a quarter of a million readers to the *Saturday Evening Post* through the same channels. What Mr. Cressey aims to make clear is his opinion that the book readers of to-day are the middle classes and that the publisher, in keeping out of the newspapers which these classes read, is ignoring a field

whose cultivation would produce an eminently satisfactory harvest.

QUALITY WITHOUT QUANTITY IS NOT VALUABLE.

PHILADELPHIA, April 6, 1900.

Editor of **PRINTERS' INK**:

If the Little Schoolmaster were not sleeping he certainly was nodding when in the March 28th issue he said "the Reformed Episcopalians support no weekly." The *Episcopal Recorder* is eighty years old and for many years has been published in the interests of the Reformed Episcopal Church. It is one of the three oldest weekly religious papers in America. Originally representing the old low church party in the Protestant Episcopal Church, when Bishop Cummins left that denomination and associated himself with others in the establishment of a new organization, the *Episcopal Recorder* cast in its lot with the Reformed Episcopalians. It goes into many States, being read by many in the Protestant Episcopal Church who have been prevented by circumstances from joining the former. It appeals to an unusually select and intelligent constituency and is, of course, most largely read in Philadelphia and New York, not only by Episcopalians, but it numbers among its friends many in other denominations who sympathize in its pronounced evangelical position, in its adherence to the old paths, in its positive opposition to the rationalistic tendency of the times. It contains thoughtful contributed articles, editorials of denominational and general interest, with comments upon current events. It has numerous special departments for the young, for invalids, the Sunday school, and prominence is given to devotional material, while in its columns there appear every week reviews of the literature of the day. It appeals especially to such classes as are likely to notice the best advertisements and is on that account worthy of patronage by advertisers, who desire to reach an exclusive following. The *Episcopal Recorder* is one of the few high-class religious papers which does not claim to give a large circulation, but does claim to give an exclusive circulation of high character, which, by reason of the official position it occupies, cannot be reached by advertisers in any other way so effectively and with so little cost and with such indorsement as comes through use of its advertising columns. We hope this information will enable you in the future to do proper justice to the Reformed Episcopal denomination when next again you speak of it.

Yours very truly,

THE RELIGIOUS PRESS ASSOCIATION.
W. R. ROBERTS.

The writer of the article referred to explains his omission of any reference to the *Episcopal Recorder* by the fact that the editor of the American Newspaper Directory has not been able to learn that the paper in question prints so many

as a thousand copies, and as that number is taken as the unit of value, no paper not showing so large an edition has recognition among any of the Directory lists of class journals.—[Ed. P. I.]

LARGE IN SIZE, BUT—

Office of
"THE BOOT AND SHOE RECORDER."
BOSTON, April 7, 1900.

Editor of PRINTERS' INK:

What idiot wrote this article on boot and shoe trade journals in your April 4th issue? Where is the *Boot and Shoe Recorder*, which is not only the largest shoe trade journal in the world, but the largest weekly trade journal of any kind that is published? Where is *Boots and Shoes Weekly*, New York; *Shoe and Leather Facts* of Philadelphia, *Shoe and Leather Review* of Chicago and *Shoe and Leather Gazette* of St. Louis? You start off with the *National Harness Review*, which is what might be called a rank publication. The *Shoe Retailer* of New York is a new publication, only about two years old. St. Paul *Northwestern Shoe and Leather Journal* is unknown to the trade, and has no standing whatever. Yours truly,

W. L. TERHUNE, Bus. Mgr.

It is an oft-repeated rule in the Directory office to look with some distrust upon statements received regarding the circulation of other publications from one which refuses information as to its own actual issue. The *Boston Boot and Shoe Recorder* has never, so far back as the record extends, furnished to the American Newspaper Directory anything but evasive facts concerning its own actual output, and although an opportunity has been given before each quarterly publication of the Directory for a statement of circulation in exact figures, the opportunity has not been acted upon by the publisher of this paper. Under the classification of "Leather, Boots and Shoes, Harness, Tanning and Trunks" the largest circulations reported are as follows: Chicago *National Harness Review*, 6,080; New York *Shoe Retailer*, 6,000; St. Paul *Northwestern Shoe and Leather Journal*, 5,612; New York *Shoe and Leather Reporter*, 42,000. In the absence of more definite information, which appears unobtainable, the *Boston Boot and Shoe Recorder* and Chicago *Shoe and Leather Review* is each accorded in the Directory an esti-

mated rating which exceeds 2,250 copies; the New York *Boots and Shoes* and Philadelphia *Shoe and Leather Facts* are rated in the same way, with an issue exceeding 1,000; and the St. Louis *Shoe and Leather Gazette* with a still smaller issue. The *Boston Boot and Shoe Recorder* is a very handsome publication, full of life and ably conducted, but its subscription price is \$3.50, and it seems unlikely its publisher would allow the above estimated rating to stand from year to year if a report in actual figures would show a larger issue.—[EDITOR PRINTERS' INK.]

MAINE'S ALLEGED MONSTER CIRCULATIONS.

According to the American Newspaper Directory there are 179 papers published in Maine, having a combined circulation of over 2,224,137. PRINTERS' INK must have overlooked when compiling its statistics the circulation of *Sawyer's Trio* 1,100,000, *Lane's List* 700,000, *Vickery & Hill List* 1,500,000, *American Woman* 1,000,000, *Comfort* 1,250,000. These five alone claim a combined circulation of over 5,500,000, over twice as many as the Directory credits all the papers in Maine. Has the Directory departed from the idea that circulation is the number of copies printed? Either the statistics as given by the American Newspaper Directory are wrong or circulation in its opinion has undergone quite a change.—*Mail Order Journal*, March 15, 1900.

The Directory ideas have not changed. The trouble with the great Maine issues is that the publishers just "claim" so and so, while the Directory editor requires a signed statement. This the honest men in charge appear unwilling to put out. Doubtless their reasons for not going on record are sound.

Kawkab America, tri-weekly, *Alayam*, semi-weekly, *Al-Islah*, weekly, *Al-Musheer*, weekly, are Arabic papers published in New York City. It does not seem probable that there is a large enough colony of Arabs in the United States to support four newspapers, but it is, however, estimated that the Syrians and Arabs in this country number 30,000 men, women and children, and the existence of four newspapers amongst them puts the question of their literacy beyond question.

HOWARD B. SMEDLEY.

The advertising and journalistic worlds are dovetailed to so great an extent that advertising men cannot fail to be interested occasionally in hearing of the doings of bright young newspaper men. With this foreword, **PRINTERS' INK** prints the following biography, sent by one of its correspondents:

Howard B. Smedley, the bright advertising and circulation man of Philadelphia, whose ingenuity and energy have driven the circulation of the Philadelphia *Record* notch by notch up the scale to its present enviable numbers, is not yet 28 years of age; he started his newspaper career in 1889, as a messenger, serving since that beginning on both the advertising and circulation

held in Philadelphia, Mr. Smedley was selected by the Record Publishing Company to personally take charge of the *Record's* exhibit, and he personally designed and superintended the construction of the magnificent miniature building in which the *Record* was so well represented.

The entire management of this display and its attendant booming of the *Record* was left to Mr. Smedley, who had over 100,000 medals struck off, one of which was presented to every visitor to the *Record* exhibit, in addition to presenting his or her name, cast in a solid line of type, by a typesetting machine, operated in full view of the visitor. These medals created quite an amount of interest and were much sought after by visitors to the Exposition, as souvenirs. They resembled a \$20 gold piece in size and general appearance. The exhibit of the Philadelphia *Record*, designed by Mr. Smedley and superintended by him, received the silver medal and diploma of the highest award.

Mr. Smedley has the prospect of a very bright future, and he has won his place in the respect and confidence of the Philadelphia newspaper world by his untiring efforts and zealous devotion.



HOWARD B. SMEDLEY.

staffs of the Philadelphia *Record*, and other reputable Philadelphia dailies, besides being the Philadelphia representative of one of New York's greatest morning dailies for over three years, which arduous duties young Smedley performed in addition to having control of the circulation of his own paper and that of the New York daily for Pennsylvania, Delaware and portions of New Jersey and Maryland. Mr. Smedley has left the Philadelphia *Record* five times to accept more lucrative positions offered him by other publications, but in each case has been called back to his former field of service on the *Record*, where he is greatly appreciated for energy and fertility of thought. Four years ago the *Record*, recognizing his abilities and value, made him assistant circulation manager, which position meant the entire management of the circulation, owing to frequent changes and general reorganization in the department. During the National Export Exposition

It is a safe rule to go by, that publications of high grade, but medium circulation, will produce better results for the average retail advertiser than publications of any other class.—*Advertising Hints and Helps*.

It isn't a safe rule at all. The newspapers of largest circulation reach the bulk of the middle classes, and from them the retailers get the most of their trade. The middle classes read advertising because doing so enables them to save money, a necessity under which their more wealthy brethren never find themselves.

THE Association of American Advertisers, from their office, No. 1829 Park Row Building, New York, issue under date of April 9th the following definition of circulation as adopted by that body:

The average number of copies actually sold, deducting all return copies, such sales to be classified as follows:

- (a) By subscription;
- (b) By news companies, news-stands, etc.;
- (c) By newsboys.

Averages in the case of monthlies and weeklies to be the yearly average. In the case of dailies to be the daily average; Sunday edition stated separately.

The sentence dealing with the matter of average is one that will repay careful perusal. If anybody finds out just what it means the Little Schoolmaster will be glad to print the explanation.



The third Sugar Bowl was awarded April 11 to the *Philadelphia Record*. It bears the following inscription:

AWARDED APRIL 11TH, 1900, BY PRINTERS' INK,
THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING,
TO THE PHILADELPHIA RECORD,

that paper having been pronounced, after six months' careful weighing of evidence, the one which gives an advertiser best service in proportion to the price charged among all the papers in the United States printed east of the City of Chicago.

Except the *Evening Post* and the *Jewish Daily News* no New York daily was entitled to a place in the competition, because the actual issue of no other is known.

The fourth Sugar Bowl was awarded April 18th to the *Chicago Daily News*. It bears the following inscription:

AWARDED APRIL 18TH, 1900, BY PRINTERS' INK,
THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING,
TO THE CHICAGO NEWS,

that paper, after a careful weighing of evidence during an examination extending over a period of two years, having been pronounced the one among all in the United States which gives an advertiser best service in proportion to the price charged.

PRINTERS' INK will, in due time, award a fifth Sugar Bowl to that weekly paper in the United States that gives an advertiser best service in proportion to the price charged.

ANGLE LAMP PUBLICITY.

THE ASSISTANT MANAGER AN ADVERTISING ENTHUSIAST—EARLY CRUDE EFFORTS—AN EXPERIMENT THAT OPENED THE ADVERTISER'S EYES—TWO APPROPRIATE CATCH PHRASES—THE LIST OF MAGAZINES USED—THE CONSUMER THE MARK—THE LITERATURE USED AND HOW—THE NUMBER OF REPLIES—PROPORTION OF CITY AND COUNTRY INQUIRIES AND SALES—OTHER DETAILS OF INTEREST.

The Angle Lamp Company, of 76 Park Place, New York, frankly credits advertising and advertis-

method of achieving the former was by advertising in the smaller trade journals. Friendship inspired the selection of our first mediums, which included one to the bakers and a drug paper. At the same time we did a little circularizing. The results were not very satisfactory. This was the history of our first year in the business, and is almost identically the same as the succeeding five years, except only that year by year we were becoming a little better known, and year by year our lamp was becoming a better one. Thus matters stood until



THE ANGLE LAMP

"THE LIGHT THAT NEVER FAILS"

is making itself felt—that is, it is demonstrating that there is such a thing as perfect illumination. The thousands of customers on our books who formerly used old-fashioned lamps or other systems of illumination would tell you that they never knew what solid comfort was until they used this truly wonderful lamp. Consider that it is more brilliant than gas or electricity, that it never smokes, smells or gets out of order, and that it is lighted and extinguished as easily as gas, and you will understand the reason for its great popularity. There is no other light that combines the above features with a cost to burn of but

EIGHTEEN CENTS

a month.

Dr. C. L. S. BRIGHT, Adair, I. T.: "So good I want more."

F. C. FARMER, Highlands, N. J.: "All you represent it in every way"

W. E. SANDERS & Co., Kennedyville, Md.: "No merchant can afford to be without it."

In addition to this it has the unique feature of

"NO UNDER-SHADOW"

which ensures all the light falling where you need it, and, unlike Acetylene, Gasolene, and some other systems, it is absolutely non-explosive, gives absolutely no odor, and leaves no deposit on the furniture, etc.

For stores, homes, churches, halls, offices, everywhere, it is ideal. Thousands are in use—all unreservedly endorsed. Ask for Catalogue D, showing all styles from \$1.80 up.

W. H. SONNEMIER, Winfield, Kan.: "Lamp is a complete success."

**THE ANGLE LAMP CO., 76 PARK PLACE
NEW YORK**

ing alone, with the full measure of its prosperity. Mr. Wm. M. Bauchelle, the assistant manager, throughout a recent conversation with a representative of PRINTERS' INK, maintained such an enthusiasm for advertising and all that pertains to it, that it might be well to refer Doubting Thomases to him when their backbone requires bracing. Said he:

"We began business about eight years ago with a very small capital and a crude lamp. My father, the manager of the concern, and I applied ourselves unremittingly to the twofold task of finding a market for our product and of improving that product. Our

year before last, when our present business really began.

"We had by that time perfected our lamp so that we could not and can not think of a single respect in which it might be improved, and realizing that we had a superb product, we began a strenuous campaign for the enlightenment of the country. We then adopted as a catch-phrase, descriptive of its most striking advantage. 'No Under Shadow.' In all our literature we strive interestingly to describe the features and principle of the Angle Lamp—that it works on the lines of the German student lamp—recognized as the true method of burning oil, be-

cause it feeds the flame regularly and prevents variation, and so on. But really our lamp is so strikingly superior in so many ways that we have our trouble in selecting what distinctive excellence to emphasize. Thus, lately we've been using the words 'eighteen cents,' pounding on the fact that it only takes eighteen cents' worth of oil—a remarkably small amount—to run the Angle Lamp a month. About three months ago we struck an appropriate phrase which we believe is doing us much good—suggested by Kipling's early novel—'The Light that Never Fails.' It describes the merits of the lamp and the satisfaction that it gives, tersely and aptly.

"Our general advertising began with the autumn of last year. Our agents are Austin, Healy & Company, and through the urgency of Mr. Healy, we placed \$500 in his hands for the magazines. Our judgment was adverse. I cannot nor would I care to tell you the results, but they opened our eyes. So much so that we are spending \$15,000 this year in that way. We are now using *McClure's*, *Harper's*, *Review of Reviews*, *Saturday Evening Post* (Philadelphia); *Ladies' Home Journal*, *Elliott's Magazine*, *Independent*, *Leslie's*, *Ram's Horn*, *Black Cat*, *Werner's*, *American Homes* and several others of less general reputation and circulation, including a number of export mediums, for we have quite a lucrative export business. In addition, we circularize in reply to answers to the advertisements. No outdoor display, no programmes, street cars, elevated roads or any others, except trade papers. Not even the daily papers, although we encourage our agents everywhere to go into their local papers, and are always ready to supply them with electrotypes for that purpose.

"Our main efforts have always been in the consumer's direction. We try to get in touch with the people and to establish local agents everywhere. We consider this our best plan, because of the personal interest these local agents take in the lamp—much

more than we could expect from the jobber. We find that the merits of the Angle Lamp must be especially exploited to sell it, as its price is greater than that of any other lamp."

"Don't you think if you had directed your attention to dealers and jobbers you would have reached success quicker?" queried the PRINTERS' INK reporter.

"We do not think so, or we would have done so. As it is we have hundreds of agents throughout the land, and are constantly adding to their number."

"You must have elaborate advertising literature?" was the next question.

"We figure to spend 25 cents on every reply to an advertisement that reaches us," answered Mr. Bauchelle. "We have a booklet, a series of cards, and a number of circular letters in *fac-simile*. We have a comprehensive card system for this purpose too. The name of every person who writes to us is entered on a card, and unless we hear from him with an order, he is written to six different times. By the time people have been written to six times, if they don't come in with an order, we conclude that it's no use, and give them up. At any rate we have informed them of all about the Angle Lamp. Nevertheless even if we do not hear from them at the time, we may have sown seed for a good harvest later on. When they are in the market, the Angle will be the first lamp they'll think of. We don't circularize to lists.

"Our card system was put into operation about two years ago, and the applications up to the present are about 17,000."

"That's seems splendid. And about what is the selling proportion?" asked the interviewer.

"I cannot tell that. But lest you receive a misapprehension, I'd like to say, that if one sale were the extent of our dealings with people, we could not do a very profitable business. In most cases, our first order is a trial order. But our lamp proves so good, that notwithstanding its high price, the people who buy it not only indorse it, but re-order, and every lamp is

a standing advertisement that sells others."

"How do your sales in the cities compare with those in towns?" was the concluding query.

"It has been a surprising feature of the business to us, that the majority of the sales has been made in cities and towns where gas and electricity are already in general use. We attribute this to the superior light the Angel Lamp gives compared to either gas or electricity."

J. W. SCHWARTZ.

BOSTON NOTES.

Jordan, Marsh & Co. advertise lectures by Samuel Hayward, an artist of acknowledged ability, on the art of fitting up a home, the lectures being illustrated and taking place in the house furnishing annex of the firm.

A new catch phrase has been coined for the sign advertising that is going up about the city for the Emerson Shoe Store. It reads: "Honest all through. Made of Leather, and that the Best."

W. L. Douglas is using half pages in the newspapers to tell about his \$3 shoe, of which he claims more are made in his Brockton factory than by any other manufacturers of \$3.50 shoes combined. He states in his ads that the factory pay roll is \$17,450 per week, which statement is not particularly revealing or of much account in helping to sell his goods.

Two new street car cards have recently caught my attention. One is the ad of J. G. & J. B. Ferguson, wholesale bread and pie bakers. Their card tells one to "Look at the man opposite you. If he looks well fed you may be sure he eats Ferguson's Bread." The other card tells of men's hats:

"Tell me not in mournful numbers

Hats are higher than of yore,

When we'll sell for \$2

A better hat than Cæsar wore."

—Taylor's Hat Store.

Burditt & Williams, in Dock square, have a sign on their building which proclaims that the place has been "A Hardware Store for a Hundred Years." A modern addition is an electric sign, illuminating the whole front. Recently the firm celebrated its birthday, the fortieth year the present firm has been in possession of this old store. Many friends were bidden, a feast was set out, and the decorations inside and out announced to the world that this was a gala day in the history of the firm and its building. The mayor and many prominent business men were guests, and liberal "free readers" in the newspapers followed.

McCormack's periodical store at 222 Tremont street has developed a new idea to increase the sale of popular magazines by a unique window display. Art pictures from the magazines are arranged in handsome oak frames, while rows of the magazines are tastefully grouped around them. H. N. F.

MISTAKEN.

EXTRACTS FROM MR. MUNSEY'S NO. 4 PAMPHLET.

I was mistaken.—Munsey.

The experience I have had since cutting off commissions to advertising agents has cost me a few thousand dollars.—Munsey.

There are reasons why I would rather work in harmony with the agents. It is a lot easier.—Munsey.

I shall no longer limit myself as to whom I shall employ in the interest of my business, whether he be advertising agent or not.—Munsey.

Since the tide does not set in the direction of my deductions I cannot quite see where the profit comes to me in continuing to fight.—Munsey.

Quality has nothing to do with quantity in determining the net circulation a publication has.—Munsey.

One publication may be worth a good many times more than another per thousand of net circulation, but this is no reason why full measure in quantity should not be had.—Munsey.

The advertiser has a right to know the net paid circulation of every publication in which he buys advertising space.—Munsey.

Foreign editions of magazines, in which no American advertising appears, should not be claimed as circulation when appealing to the American advertiser for advertising.—Munsey.

There is not, nor has there ever been, any staple price for advertising space.—Munsey.

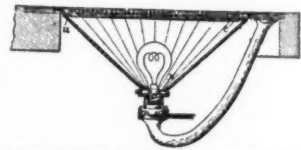
Little has been done by any one except myself toward bringing about any degree of reform.—Munsey.

DE VINNE.

The different variations of De Vinne type cannot be bettered for advertising purposes.—Advertising Hints and Helps.

ON THE SIDEWALK.

The electrically illuminated sign here illustrated is the invention of Mr. John E. Lloyd, of Cleveland, Ohio. It is in-



tended to be sunk flush in the pavement and so attract the attention of persons walking over it at night.—Electrical Review, Feb. 28.

AGAINST MAIL-ORDER COMPETITION.

A writer in the *Stores and Hardware Reporter* thus indicates his conception of the arguments retailers may employ against the attractions of the mail-order advertiser:

The bargains offered by mail-order houses are very rarely bargains at all. When freight or express charges are added, the cost is generally very close to if not actually above what the retailer would have charged. Then, again, the goods ordered by mail cannot be examined before ordering, and it very frequently happens that they are not up to the advertisement in both material and workmanship. They are deficient in one or more respects and the purchaser has no recourse against the selling house simply because it would cost him more money to obtain redress than the goods are worth. All these points, and others which may suggest themselves to the interested retailer, can be brought to the attention of those who have suffered at the hands of the mail-order houses, even when they are unaware that they have so suffered. Or it would be a good plan to obtain a specimen of the goods bought under these circumstances and to display it in the store, together with the catalogue from which it was bought, and a statement signed by the purchaser. When shown in the way indicated other intending buyers may have an opportunity to take warning and not be misled.

THE HALF CENT.

A movement is on foot to put a one-half cent coin in general use in the United States. Several suggestions have been made to the Government, and last week a document was presented, signed by the heads of the big department stores of New York, Chicago, Philadelphia and Pittsburg, showing the needs for this money in making change where articles are sold at $3\frac{1}{2}$ cents, $7\frac{1}{2}$ cents, $12\frac{1}{2}$ cents and similar prices. The half-cent coin has been in use in Chicago for two years, and last week one of the New York stores ordered 500,000 one-half cent coins. These coins are to be made of copper, size one-half inch in diameter, or just two-thirds the size of the regular one-cent piece. Stamped in heavy, raised figures and letters on one side will be "½ cent," and on the reverse side the name and address of the firm issuing the coins. Besides being a convenient change maker, this new coin is considered an advantage from an advertising standpoint, as it carries the name and address of the merchant and would be carried in the purse sometimes for weeks, until the customer receiving it returns to the store where it can be used. So far the United States Government has nothing to do with issuing this new money. It is put out by individual firms and is only recognized at the store from which it is issued.—*Manchester (N. H.) American.*

IT IS TRUE.

Charles Austin Bates' work in the trade magazines stands out like an oasis in a desert and in a way is as refreshing.—*Magazine Advertising.*

PIANO PUBLICITY.

A Pittsburg piano dealer thus advertises the A. B. Chase pianos:

When you hear of a great musician who uses an A. B. Chase piano you know two things—the piano must be good, and the musician must be independent. Any musician who wants an A. B. Chase piano pays for it or he doesn't get it, because the A. B. Chase Company won't buy anybody's influence. A good musician won't use a poor piano. If he uses an A. B. Chase piano it must be because he thinks it is the best piano he can secure, for he pays for it. It isn't given to him nor loaned to him. He secures an A. B. Chase because he honestly thinks there is nothing else so good. Such a musician must know, or he wouldn't be great. The A. B. Chase piano has the most wonderful tone in the world. The action is as nearly perfect as man can make it. The cases are artistic—in fact, the whole piano is not as other pianos. It is an art product entirely. You ought to get acquainted with this marvelous piano.

POULTRY ADVERTISING.

Poultry advertising has, during the last few years, grown to be a fine art and the immense amount of money which annually changes hands between breeders and buyers from advertising alone would be a great source of surprise to those unacquainted with the business.—*F. A. Catts, in Agricultural Advertising.*

Poultry breeders are the best and most consistent advertisers in all the list of live stock men. They advertise year in and year out and make money by so doing. They are not only good advertisers, but they are habitual mail-order buyers. The great poultry business of this country has been built up by mail. Ninety-nine one-hundredths of the high-class poultry business of this country (and it is on this foundation that is built the commercial side of the business) has been built up by mail.—*Miller Purvis, in Agricultural Advertising.*

An advertising man studies the business from the buyer's standpoint and picks out the points of interest to the buyer. A merchant cannot write interesting ads. He is too close to his business. He must have an advertising man who will view it without prejudice.—*Barnhart & Swasey.*

Standard	STANDARD WHIST FOR BEGINNERS
Whist	By FISHER AMES. 16mo, 75 cents
for	PART I—STANDARD WHIST FOR BEGINNERS. PART II—AMERICAN LEADS AND OTHER CONVENTIONALITIES.
Beginners	A VALUABLE addition to the books which have made Mr. Ames such an authority on whist. The best whist experts are now turning to the simple, natural game. To teach this simple game plainly is the object of Mr. Ames's new book. Send for circular.
<i>Fisher Ames</i>	

THE FOREGOING ADVERTISEMENT, FROM "SCRIBNER'S MAGAZINE" FOR APRIL, APPEARS TO INDICATE THAT IN THE EYES OF SOME ADVERTISERS THE NAME AND ADDRESS IS NOT AN INTEGRAL PART OF A BUSINESS ANNOUNCEMENT.

WHAT IT WOULD REVEAL.

An experiment often tried in psychology classes is the naming to a student of a single word, he in turn instantly naming the idea which this word calls up in his mind. Some people decline to submit to this test. The risk of unintentional self-betrayal is too great. An amusing example of this occurred during a public lecture given by a celebrated professor of psychology. A fellow professor, a serious-minded gentleman, the reverse of convivial in his habits, had consented to act as the subject of the lecturer's demonstration of the phenomena of association.

"Brick," suggested the lecturer.

"Chimney," responded the subject; as was natural.

"Iron," was the next word given.

"Stove," was the corresponding idea in the mind of the associate professor.

"Glass," continued the lecturer.

"Beer," came the apparently automatic response, while the audience broke into laughter and applause.

Suppose such words as "soap," "baking powder," "bicycle" to be used in making a test of this sort. Is it not pretty certain that enough trade names would be obtained from the subject to indicate his preferences in these classes of goods? Apply the test to a representative gathering anywhere, letting the people note in writing the associated ideas, and the slips of paper will show what commodities lead the market in that community.—*Fame.*

AN ANTIDOTE.

A goat one fine day ate a poster-girl gay,
And the billy's digestion grew bad;
But, most strange to relate, he was
Cured when he ate

A bit of Dyspepsia Cure "ad."

—*Catholic Standard and Times.*

THE

ARM'S

OF



TILLY

THE VIRTUES AND EFFECTS
of the Remedy, named

MEDICAMENTUM
GRATIA PROBATUM

I D E S T

The Remedy approved by Grace.

This Medicum works miracles with every one, that makes use of it and the Grace of the Omnipotent God is experienced, in it to admiration. When you take this Remedy, it unites itself to the Stomach, and is the same as a flying Mercury not letting the vapours rise without being mixed with them. It likewise prevents all moist humours from running through the Veins or Nerves accompanying them, until they pass through the pores. Thus it communicates itself and leaves its virtue notwithstanding afterwards it may be expelled by urine, or stool.

If you take fifteen Drops of this Remedy after supper, going to bed, it will expell gently all Gravel and Stone without the least inconvenience or disturbance; and what we admire most, is that it dissolves all the same time it finds even inwardly by the catheter.

Thus we observed and were eyewitnesses how it cured a poor Man, that for Eleven years had suffered the torment of a wound, or fistula, caused by two incisions, which came to such a pitch of corruption that it bred worms, so that the poor Man casting from his Urine such a bad smell, he became very troublesome and was already disposed to do an other Incision, in the space of these few years; it is to be admired how much Gravelly Stone came out of the same wound, all involuted together by the way of an imposthume. All whosoever doubts of this truth, may examine the same Invalid, by name Adolph Cornelisz Jonkhout.

Another sick Man, Abraham van Neer, having been under cure of the most eminent Physicians for upwards of three years, was at last carried to Amsterdam to undergo an Operation so painful that he could not bear it. After he had

been for two weeks making use of our Remedy, he was entirely restored to his perfect health. Whosoever is willing to take fifteen Drops of this Remedy every two Days, may be sure to be free from the Gravel for a whole year together, and it will not cost him above Three Guilders or Six Shillings Sterling. In any hour of the day you may take these Drops when the stomach is best disposed to receive them.

This Remedy is also very excellent in strengthening the Stomach, and dissolving all thick and bilious humours of the same. It is good for all Bruises in the hands or feet, pains of the Reins, Thickness of Blood, all Black and Blue Spots, all kinds of Fevers, and Indisposition of the stomach, Liver, Lungs, Asthma, Shortness of Breath, Cough, inward or outward sores and Hysterical pains; it advances the Menstrues, & facilitates the Urine and Stool, restoring to the face a fresh & wholesome Colour. It cures the Feary, the Dropsy, the French disease, and kills the Worms. All these Distempers are cured by taking fifteen Drops every second day and you may give the Children as many Drops as they have Years of age.

Whoever makes use of this Remedy once a week will not be much troubled with the Gravel, Fever, Lax, Breaking out in the Face, & other Disorders.

It cures the Palpitation of the Heart, all Anxieties, Megrims, Giddiness, and Headakes, by smelling it, as you do Hungary Water, or by putting in the Ears of the sick Person a little ball of cotton, soaked in the same Medicamentum.

If you dip the point of your Finger in this Remedy and apply it to the corner of your Eye, opening & shutting the Eye twice or thrice, make this experiment for a fortnight or a month & it will make you so strong eyed, that you need not use spectacles until the age of 70 or 80 Years.

You may anoint Ulcers, Malignant sores, & ill Cancers &c., be assured of its perfection.

If you happen to receive a Burn, dip a bit of linen cloth in the Remedy, and put it over the burned part, wetting now and then the linen cloth with the same Remedy.

All like wise cure all fresh Wounds, Megrims, Giddiness, Pinchings, Diseases & all Distempers of the Gums of Teeth, by applying this to the affected part.

All old & ancient Ulcers, we can not doubt should they require a long & continual Remedy, so we have experienced by seeing several Disorders of twenty to thirty Years standing which were supposed incurable, and given up by the Physicians, nevertheless were miraculously cured by the virtue of this Remedy.

The greatest Pain of Colic that can be, immediately ceases with thirty Drops of the same Remedy.

It is good to mitigate the inward Pains of Children (newly born) giving them one or two Drops of the said Remedy in some Breast Milk.

All lying in Women that find themselves weak or any other kind of Inconvenience, they will find the excellent Effects of this Remedy, if they take it. Sore Legs are cured by the same as is also the bite of a Dog with admiration.

Whosoever is affected by Stone in the Bladder let him apply sooner to this Remedy than to the insufferable instruments of Chirurgery, for as soon as you make use of this Remedy, all gley and viscous matter that sticks to the Bladder, is immediately dissolved, which can plainly be seen in the Urine, appearing in divers figures in the form of Spiders and other Insects; it very often has been seen that the Urine appears congealed like Jelly but this happens when the sick Person has taken this Remedy sometime before for the cause of bloody Urine; this same Remedy expels entirely the Stone, converting it into powder or dust which plainly can be seen in the settling of the Urine.

Notwithstanding I don't mention in this paper my thing belonging to Fits, or any other Distemper nevertheless, if any one in this was attacked; let him make use of this Remedy without the least delay; you may safely keep this Remedy free from all corruption fifty Years, so as you have it well stopped.

This is the content of our Medicamentum Gratia Probatur, or the Remedy approved by Grace; but I find no Remedy for those that follow bad Council, nor advice; nor for those that do not like Medicine: much less for those that seem too delicate to take it.

This Remedy may be taken in Brandy, Wine, Milk, Honey &c. We have found by experience that a great many of People have been entirely cured & freed, from the Fever and Ague, by taking three days following twenty five Drops of this Remedy every morning, and as many more at night, since we know that it eradicates and destroys the cause of all Fevers.

This Medicamentum is Made & Sold in the City of Haarlem, in the Province of Holland; at the House of Nicolaas de Koning Tilly, who is the Author of the same, since the Year 1764, and so was his Grandfather Claas Tilly before him, that was the Chief Inventor of it, since the Year 1696.

After the Decease of Nicolaas de Koning Tilly this Medicament shall be made and sold by his near kinsmen; viz. Jan de Koning, Leendert de Koning, Abraham Tilly and Adolf de Koning.

Haarlem, Jan. 1784

Hereafter the genuine will also be put up in corked vials.

STALLMAN & FULTON.

AN 18TH CENTURY ADVERTISEMENT: A MINIATURE PHOTOGRAPHIC REPRODUCTION.

WOODEN INDIANS.

How the Indian first came to be associated with the retail cigar store is much obscured by the lapse of time, but certain it is that it was first introduced in this country, and after spread all over the world. Antiquarians, delving back into the early history of this city, find that in or about 1653 armed Indians were not allowed within the city limits, and that they came carrying tobacco in their hands (for sale) as a rule; that they were in the habit of getting full, and then were locked up until sober, that they might tell who supplied the

drink, and thus, it is claimed, came the practice of placing the rude effigy of an Indian at the door of liquor stores in which the tobacco apparently was first bartered, bought and sold. It is more than probable that the first wooden Indian dates from this usage, and the idea must be accepted until a better one is evolved.—*Tobacco.*

A NATURAL QUERY.

The Poet—Why is it you never print any of the verse I send you?

The Editor—Why is it you never send me any of the verse I print?—*Criterion.*

It's better than yours



Better than any film or plate camera or any other magazine camera, because far simpler in construction, positive—not adjustable—in action, easier and quicker to operate. Better still because it offers artistic opportunities heretofore possible only with the most intricate and troublesome cameras. It takes snap shots, but is not merely a "snap shot" camera. It is the artist's companion; the field photographer's necessity; the amateur's perfected convenience.



Better equipped than yours because it has the wonderful Bullard Automatic Shutter, which is always set, requiring no attention but to squeeze the bulb, once for each picture. The new lens developed especially for the Bullard Folding Magazine Camera, is distinguished among other things by its exceptional depth of focus and unusual flatness of field. Complete catalogue 7 free from:
BULLARD CAMERA CO.,
Springfield, Mass.

RATHER OUT OF THE RUT.

AGATE AND $5\frac{1}{2}$ POINTS EXPLAINED.

In former years type was based upon the em measurement, and pica em was the basis, and when the change came from em measurement to the point system it was necessary to rename the old bodies with the corresponding equality. But there is a slight difference between the $5\frac{1}{2}$ point and the old agate type. If there are fourteen lines agate in an inch and $5\frac{1}{2}$ points in an agate, then there would be 77 points in an inch. Consequently, there is a difference of a fraction in the $5\frac{1}{2}$ points that we call agate, as there are only 72

points in an inch. This is a technicality that does not make any material difference to an advertising man, as he calls $5\frac{1}{2}$ points agate, and agate $5\frac{1}{2}$ points. He buys 14 lines to the inch anyway, whether it is supposed to be $5\frac{1}{2}$ points or less—he buys agate lines.
—Type (issued by Kuh, Nathan & Fischer), Chicago.

THE old-fashioned methods have been laid on the shelf. In another decade the local merchant who does not take advantage of the publicity offered by the local newspaper will not be in the business.—Hempstead (L. I.) Sentinel.

A LA KIP.

A merchant there was, and he wrote his ads
(As you or I might do).
But though he endeavored to do his part,
He never had studied the intricate art,
And his ads failed to give him the vigorous start
That he had expected them to.
Oh, the time he spent, and the thought he spent,
And the money he wasted like sand,
A trying to write what he didn't know how,
And now he knows that he never knew how,
And didn't understand.
Then he sent his subscription to PRINTERS' INK
(As you or I would do).
Little Schoolmaster taught him the tricks of the trade,
Quite plainly it showed how his ads should be made,
And straightway he found he was vastly repaid,
For PRINTERS' INK people knew.
Oh, the time we lose, and the money we lose,
With the ads our ignorance planned,
When we should have sought help from those who know how,
From those that we know that do know how,
And really understand.

A D. ELLINGWOOD.

"TOWN TOPICS" VIEW.

Business men who put their advertisements in the big dailies on Sundays must have money to throw away, and, therefore, need no advertising. Who is to find or read your advertisement when it is hidden away in "section 17, column 5," separated from other announcements in the same line, and undiscoverable without the aid of mathematics and a microscope? Nobody sees it, even by accident. You are obliged to ask the clerk in the newspaper office to hunt it up for you so as to be certain that it was published. The same advertisement in a good weekly paper would reach thousands of first-class families and be noticed and regarded by everybody.—*Town Topics, April 5, 1900.*

The merchant who would leave a city for New York in a stage coach to-day instead of a Pullman would not be further behind in business principles than the man who quietly sits down without advertising and expects the rapid moving, hustling world to bother itself in hustling him up so as to do business with him.—*Huntsville (Ala.) Tribune.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE NEW LONDON DAY is rapidly nearing the 5,000 mark. No other Eastern Connecticut paper prints nearly as many copies.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thirty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL is a profitable medium for advertisers to reach the best class of people living in the smaller towns. Circulation for June over 150,000 copies. Form closes 15th of month. Rate, 60c flat. Send for sample copy and full particulars. W. B. CONKEY COMPANY, Chicago, Ill.

MAINE.

We don't know Chas. Austin Bates personally, but bet a cookie he'll say The Rockland (Me.) COURIER GAZETTE is a sound paper. Why? It's 55 years old, tells its circulation in Rowell's, has a flat rate, makes money every year. Ear-marks that an expert like Mr. Bates reads intelligently.

SOUTH CAROLINA.

THE EVENING POST, Charleston, S. C. is the only afternoon paper published in 100 miles of its office. It is the official advertising journal of Charleston, S. C.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to-day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,771. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

BETTER THAN EVER.

Judicious, conscientious editing has made

Sports Afield.

(now in its 14th year) much the most popular magazine of its class in the country. In the Far West, the Northwest, the Pacific Coast and the Dominion of Canada it has a vast field practically all its own. No other outdoor magazine has so sure a hold on the interest of the whole family. If you think we are bragging, send us your address for a free sample copy. Judges of good reading take to it at once. Without exception, every advertiser in SPORTS AFIELD is reliable, honorable, high-grade. No fakes or "Cheap John" schemes are ever admitted into the great Sports Afield Family. Refer to any business house in Chicago, Omaha, Denver, Los Angeles, Seattle.

Advertising Rates:

One inch, \$4; two inches and over, \$3 an inch. Page is standard magazine size.

SPORTS AFIELD,

Suite 1400 Pontiac Bldg., Chicago, Ill.



If You're in the Dark

as to how
to prepare
your ad-
vertise-

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

WM. JOHNSTON,

Manager Printers' Ink Press,

10 SPRUCE ST., NEW YORK.



IN SPRINGFIELD, OHIO, DURING, FEBRUARY, 1900, THE LOCAL ADVERTISING IN

THE DAILY PRESS

was double that of its only morning competitor, with 325 inches to spare, and lacked but sixty inches of equaling that of all other Springfield dailies combined (the Republic-Times not included).

The following shows the exact number of inches of home advertising carried by each Springfield daily in February, 1900:

Daily Press . 6,957
Republic-Times 3,373
Sun 3,316
Democrat 2,150
Gazette 1,551

The Press sworn circulation for February, 6,050 daily—backed by \$1,000.00 guarantee.

H. D. LAGOSTE,

38 Park Row,

Eastern Representative. **NEW YORK**



An Ideal Local Daily, In An Ideal Section.

No newspaper anywhere offers its advertisers a better proposition. It covers its field thoroughly with 7,200 daily circulation, and its readers are of a class who have money to spend. Four times the circulation of any other Chester newspaper is what the

Chester  Times

guarantees absolutely to its advertisers.

WALLACE & SPROUL, - - - Chester, Pa.

Both Quality and Circulation

The Chicago *Tribune* received a high compliment in PRINTERS' INK regarding its high value as an advertising medium, because of its quality and standing apart from circulation. The JOLIET DAILY NEWS combines both quality and circulation. It has the entire confidence of its subscribers. It always stands for the highest and best interest of the public, and covers the field. No daily in the United States covers its field so thoroughly. In a city of 40,000 it has a circulation of over 6,000.

A bona fide paid in advance subscription list is worth three times as much to an advertiser as one that is not.

THE ALLIANCE LEADER PRINTING Co.'s publications are the only ones in Northern Ohio going to a strictly paid in advance clientage.

DAILY LEADER,

Every Evening Except Sunday. Established 1892.

SEMI-WEEKLY LEADER,

Every Tuesday and Friday. Established 1871.

AMERICAN HOME AND FARM, Monthly,

Established January, 1899.

CIRCULATION:

Daily, 1,581; Semi-Weekly, 3,682; Monthly, 10,000 copies.

Sample copies and advertising rates mailed to
any address on application.

THE LEADER, - - - Alliance, Ohio.

The Evening Journal

OF JERSEY CITY, N. J.,

goes into over Thirteen
Thousand Families in
Jersey City, and is a
guest in over eighty per
cent of the English-
speaking households in
the city.

*Average
Daily
Circulation
in 1899:*

14,486

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. AMERICAN NEWSPAPER DI-
RECTORY. Published March 1, 1900. 32d year; 1st quar-
terly issue; 1424 pages. Price five dollars. Delivered,
carriage paid, on receipt of price. GEO. P. ROWELL & CO.,
Publishers, No. 10 Spruce Street, New York.

It is on the reading table in the home.

It is on file all 'round town.

THE EXCLUSIVE FEATURES OF THE

Buffalo Review

give it a greater value to its read-
ers than any other Buffalo paper.

Its information is accurate and necessary to
every taxpayer and reader to keep informed on
the daily events of the city and world. Steadily
increasing sale of the REVIEW shows it is valued
and appreciated in the home and the office.

W. E. SCOTT, Mgr. Foreign Advertising,
150 Nassau St., New York.

THE BUFFALO REVIEW CO.,
Buffalo, N. Y.

VANCOUVER,
BRITISH COLUMBIA.

THE MOST PROGRESSIVE AND PROSPEROUS CITY IN THE CANADIAN OR AMERICAN NORTHWEST.

[illegible]

THE CITY OF VANCOUVER IN 1885 WAS NOT IN EXISTENCE. TO-DAY IT CONTAINS A POPULATION OF CLOSE UPON 40,000. IT IS THE HALF-WAY HOUSE BETWEEN THE ORIENT AND THE OCCIDENT; THE HOME PORT FOR THE EMPRESS LINE OF JAPAN-CHINA AND VANCOUVER-AUSTRALIA LINE OF STEAMERS (THE MOST SUPERB VESSELS UPON THE PACIFIC OCEAN), AND THE PACIFIC TERMINUS OF THE CANADIAN PACIFIC RAILWAY.

Have you anything

that the Norwegian farmer can use on his farm or in his home? If so, investigate

The Decorah Posten

THE POSTEN is a Norwegian semi-weekly, twenty-five years old; high-priced, clean, carefully edited and well printed. It is the

HOME PAPER

of the Norwegian in America. It has among Scandinavian publications the *Largest Circulation on Earth*. Every issue exceeds Thirty-seven Thousand copies.

Our circulation claims are backed up by a thousand dollar guaranty.

No "objectionable ads" carried.

B. ANUNDSEN, Pub.,

DECORAH, IOWA.

The Herald in Baltimore

GIVES THE BEST RETURNS
TO ITS ADVERTISERS.

The Morning and Sunday Herald

during 1899. has made greater gains in advertising than the combined increase of all its local contemporaries.

The HERALD is the recognized financial medium of Baltimore, carrying the greatest number of columns of financial advertising.

If you, as a foreign advertiser, are looking for results in Maryland and the South, the HERALD should be your first choice.

The Baltimore Herald

WESLEY M. OLER, President and Publisher.
FRANK F. PEARD, Treasurer and Business Manager.

THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK AND CHICAGO.

Cover Baltimore City with one appropriation by using

The Baltimore News

which has a larger circulation in Baltimore than any other newspaper. It is the evening paper of the Monumental City.

The daily average circulation of THE NEWS during the month of March, 1900, was

40,802

M. LEE STARKE,

Foreign Advertising Representative,

TRIBUNE BUILDING,
NEW YORK.

BOYCE BUILDING,
CHICAGO.

ALWAYS THE SAME

QUALITY AND PRICE

Office of the
GRANT COUNTY WITNESS.

PLATTEVILLE Wis., April 2, 1900.

P. I. JONSON, New York.

DEAR SIR: Inclosed please find draft for \$20, for which send me a 500 lb. barrel of news ink. We have now used one thousand pounds of your news ink, and have found it equal to any we have ever had and far superior to some. It was the same from top to bottom. If the barrel you send is as good as the last we shall be much pleased.

Very respectfully yours,

M. P. RINDLAUR.

Office of THE INDEPENDENT.

FENTON, Mich., April 5, 1900.

P. I. JONSON, New York.

DEAR SIR: We have delayed answering your inquiry concerning barrel of news ink recently shipped us, as we had not given the ink a thorough trial. We have been using it now for some time and find it to be a good even ink of good color, well ground. We have had occasion to run several half-tones in our newspaper, and the cuts worked well, and without filling. We believe your ink is all right and a very good article for the price.

Yours very truly,

H. N. & J. H. JENNINGS.

On Saturday, April 7th, I met Mr. Birchard of the Susquehanna, Pa., *Transcript*, who was in New York purchasing a new outfit, as his plant had been destroyed by fire. He congratulated me on my success in the business, and informed me that my news ink must be fire proof, as a half barrel he had on hand withstood the flames and the barrel was only scorched. He stated that the ink men traveling through his section of the country never have a good word for me or my goods, but he shuts them up by saying that "Jonson's inks are good enough for him."

My news ink trade has been gradually growing less because my competitors sold at less than my figures and gave credit, simply to crush me out of the business. They have learned the error of their ways, and one by one are gradually raising prices. Some few weeks ago an ink house refused to renew its contract with one of the largest consumers in the country, as the prices of raw materials have advanced out of all proportion. When I first offered news ink at four cents a pound I was considered a maniac, but now some houses are selling it for three (3) cents a pound and giving credit, although oils and blacks are fifty (50) per cent higher than they were when I started. My prices still remain the same.

ADDRESS

PRINTERS INK JONSON,

13 Spruce St.,

New York.

SEND FOR MY PRICE LIST.

Facts Talk

and
this
is
what
they
say
about

The
Practical
Farmer
of
Philadelphia

STATEMENT

of number of copies of The Practical Farmer printed each week during the three (3) months ending March 31st, 1900.

January 6, 1900	38,000
January 13, 1900	38,500
January 20, 1900	44,000
January 27, 1900	39,500
February 3, 1900	42,800
February 10, 1900	43,250
February 17, 1900	44,300
February 24, 1900	46,900
March 3, 1900	49,600
March 10, 1900	53,000
March 17, 1900	51,800
March 24, 1900	52,600
March 31, 1900	55,000

Total copies printed, 599,250

Average number copies per week, 46,096

City and County of Philadelphia } ss
State of Pennsylvania.

Henry Harris, being duly sworn, says he is the business manager of The Practical Farmer, a weekly agricultural paper published in said city, and that the above statement of the number of copies of said paper printed during the period above named is true and correct.

HENRY HARRIS.

Subscribed to and sworn to before me this 2nd day of April, A. D., 1900.

J. WALTER DOUGLASS, Notary Public.

Gustave A. Johnson, being duly sworn, says that he is the foreman of the press room, and that the above statement of the number of copies of The Practical Farmer printed during the period therein is true and correct.

GUSTAVE A. JOHNSON.

Subscribed to and sworn to before me this 2nd day of April, A. D., 1900.

J. WALTER DOUGLASS, Notary Public.

For advertising rates address

The Farmer Co.

Publishers Practical Farmer,

Market & 18th Sts., Philadelphia,

or any reputable Advertising Agency

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

"Ike's Hardware Store," of Covington, Tenn., sends me the advertisement reproduced below for criticism. This store seems to show more of an enterprising spirit than the average store of its kind, in making a special effort to get the attention of women. It has always seemed to me that the hardware dealer could well afford to go out of his way to make his store more attractive to women, and that a great deal of the hardware advertising that is addressed to men ought to appeal directly to the housewife, who is the purchasing agent of the home and who buys the bulk of all the household hardware that is sold. This advertisement shows the right spirit, but it seems to me that it would have been better had there been a nice souvenir offered to every woman attending, as well as a prize to the one coming the greatest distance, for, of course, those who lived in the town where this store is located knew beforehand that they had no chance of winning the prize.

Ladies' Day— Wednesday,

May 3, 1899.

10 to 3. Refreshments. Ike's Hardware Store. The Lady coming the greatest Distance Wednesday, May 3, to visit this store and making a purchase of any amount from five cents up will receive a Handsome Twelve-piece Chamber Set worth Ten Dollars. The ladies are invited, expected and welcome. Our salesmen will not urge you to buy.

And, speaking of hardware advertising, I want to say that I have yet to see any better than that which is published over the name of the Danbury Hardware Company, of Danbury, Conn. These ads are always of the reasonable, sensible sort, without hurrah or bluster, and with just a touch of humor now and then that lingers in the mind and leads to pleas-

ant thoughts of the store. Here's one in which the "Man With the Hoe" is made to do good service without being dragged in by the heels.

The Man With the Hoe.

You'll see him before long in the gardens, and in many of the fields. If his hoe is younger than a "three-year old," the chances are that he bought it here, and that it's a good one.

He bought other things, too, Spading Forks, Rakes, Fertilizers, Seeds, or Plows, Harrows, Planters and Cultivators.

Our garden tool, farming tool stocks each year grow in size and helpfulness. Put them to the test and get your money back if kind and price are not just to your liking.

Fire Insurance.

Time to think about insurance is before the fire. Let the insurance man do the worrying after the building is in ashes.

*"Bugbear," in Connection with Bed Spreads,
Might be Unpleasantly Suggestive to Some,
but the Story is Well Told.*

A Bugbear Makes Bed Spreads Cheap.

The fallacious notion that they were getting overstocked possessed a firm of White Bed Spread manufacturers. They acted like a crowd of scared passengers on a tempest-tossed ferryboat. They wanted to get back onto absolutely safe ground. And they were willing to make some sacrifices in order to get there.

In consideration of a below-market price, we helped them in unloading their stock of Fringed Marseilles Pattern Bed Spreads—the kind so largely in demand for use on brass and white enameled beds.

And retail purchasers will this week gain by the transaction. Under ordinary conditions the cheapest Fringed Spreads sell for \$1.50. This attractive lot will go for only 98c. apiece.

*For Real Estate.***You Ought to See
The Cottage
Home**

with bath room, located near Belmont St. that I ask \$1,400 for. A house at this price will not be an elephant on your hands. Look at it before the other fellow gets ahead of you.

*For Furniture Bargains.***Two Bedroom
Combination
Offers!**

A saving of \$10 will go with either. Look into our north window and you will behold the two best combination Bedroom offers ever made in Hartford.

One is of Antique Oak Finish at \$26.50.

The other is Mahogany Finish at \$29.50.

Each outfit has eleven pieces as follows: Handsome steel bed with brass trimmings, full size bureau with French shaped mirror, commode, two chairs, rocker, table, cotton top mattress, two pillows and Hartford woven wire spring. Quality has not been sacrificed—but price has. The saving on either is \$10—if you speak for one within three days.

*It Often Pays to Push Such Conveniences as
This.***Slipper Box**

Is an odd name for a mighty convenient piece of furniture. It was invented for those people who want a small box couch at less than box couches cost. It's 18x30 inches in size, upholstered in denim, soft and springy—good for Shoes and Slippers or as a seat. You'll wonder how we can sell it for \$4.50.

*Very Good.***Do You Feel
Tip-Top**

this spring? Some people suffer from depression and colds incident to the sudden changes. The body should be built up, prepared for battle with the weather conditions. Our preparation of Norwegian Cod Liver Oil, with hypophosphites of Lime and Soda, stands unrivaled as a system fortifier. You can hardly expect to come off a winner when a hard cold tackles you if you're all run down. A full pint of our emulsion for 50c. It is palatable. Children prefer it to any other kind for that reason.

*How Prices Would Have Strengthened This
One.***Fluffy Wooly
Dusters**

Softest kind of a dust brush you can get.

They are of different sizes.

For different uses.

Some have tremendously long handles.

Some have little stubby handles.

And then there are medium sizes.

Wherever there is dust there is use for one of these dusters.

They're just the thing for delicate surfaces.

They won't scratch.

*Inviting.***Your Spare Time**

might just as well be passed pleasantly as not. You will always find pleasant company at my cigar store, and can talk, and smoke, and play Manhattan, or write your letters, or do as you please. Stop in.

Good for Other Lines.

You like the square, up-right, honest shoe store. We wouldn't have your patronage if it was otherwise. You like to come here because it's here you find all the sorts of shoes without the delays of waiting for single pairs to be made or a supply brought in to you from neighboring shoe stores.

Real Estate.

About 15c a square foot for property right in the heart of Wilkinsburg. Think of it! And improved property, too.

Hampton place plan of lots is just such a place as genteel people would like to live in—any terms that are satisfactory to you will meet our wishes.

*This is "Great."***Great Grates.**

The Red Cross Range grate is a great grate. In every fire-making, fire-keeping, fire-regulating particular it is as great a grate as the greatest of all other grates, and in some important particulars it is greater.

You will not make a grate or any other kind of mistake, if you buy a Red Cross Range.

All sizes for all uses.

Prices.

*Hosiery.***Women's and Children's Hosiery**

The point we make with our Hosiery, besides being less priced, is in the admirable wearing qualities. It is a matter of indifference to us what price you pay here for Hosiery, but it is a matter of supreme moment to us as to its durability. We stand back of every pair of hose we sell. Here are some specials:

*Tells of Soap Substitution.***"Soap As Is Soap."**

We want to tell you this week about "Gold Medal" Soap because we think you ought to know about it.

This soap is manufactured expressly for this store, is sold under our name and cannot be produced at any other store.

If you want a soap that knocks out the dirt, but leaves the linen clean and uninjured "Gold Medal" is the soap to buy.

We have asked our trade to try this soap in preference to the so-called Standard Brands and in every case it has given greater satisfaction.

We believe this to be the best laundry soap in the world and to give everybody in it a chance to try it, we will sell this coming week at these prices:

One full-sized bar, 5 cents.
25 bars, \$1. Box of 100 bars, \$3.75.

Try it, you'll say it is the best you ever used.

*A Good Introductory Talk.***Making Dependable Statements.**

Fortunate is the store that has the reputation for dependability. Fortunate is the public that has such a store in its midst. Mutual confidence between a store and its buying public means growth. This store has grown and is growing on just these lines, no ambition higher than possessing your confidence: other things are bound to come. We want every trade transaction to be satisfying, and if it is not we want you to tell us about it.

Some Good General Talk.

Probably you'll pardon us for speaking with pride of the growth of our business. We are proud of it, but we would not have you think that we are unduly boastful, for the telling of it is only because your generously shown appreciation and favor in the past affords the argument of a growing worthiness which shall be the inspiration and prophecy for the future.

Errors of method and mistakes of service there may have been and were—many of them, but we've made them stepping stones in the growth of the business. Probably the errors that hurt us most helped us most, for we've been learning each year how to better deserve your approval, and, now that local industrial conditions are improving, and your demands increasing, we are sure we can see how the Stone store with its greatly increasing facilities, its enlarged stocks, and its bettered service and methods can be made to serve your interests much more acceptably than ever before.

*Unusually Good.***Women's Comfort Shoes**

\$1.50, \$2, \$2.25, \$2.50.

Neither price is much to pay for solid comfort; for relief from swollen joints and tender soles. And that's just what our Comfort Shoes give. They not only prevent foot ills, they cure them. How? By giving the foot freedom—a good broad tread, room across the toes, support around the ankles, low heels, and to cap it all, they're made of just the softest kid, and no seams where seams usually cut into the flesh.

*A Short Story of Silks.***Spring Silks.**

The colors are beautiful enough for any girl to rave over, the qualities and prices suit the sensible mother.

Peau de Cygne, in old rose, castor, violet, reseda, biege, electric and navy blue—the new colors in plain materials for spring gowns. \$1.15 and \$1.25 a yard.

Peau de Soie in black and all colors at \$1.00 yard. Taffeta in exquisite pastel shades at \$1.00 yard.

*For a Watch Repairer.***Going Away.**

See that your watch is in good order before you start; you can't find an experienced watchmaker everywhere you go. I have repaired watches for a good many years, and when I repair your timepiece it will keep time.

*Seasonable.***Do You Enjoy Fishing?**

Seems almost like a joke to ask, does it not? Relaxation from the cares of life comes easy to a man at the big end of a fishing-rod. Little does he care for the worries that perplexed him a couple of hours previous. of course good tackle is necessary to get Izak Walton satisfaction out of the sport. We carry an unusually large stock of lines, poles, reels, bait pails, baskets, and all the big and little paraphernalia that go to make fishermen happy.

Reels as little as 10c, as much as \$2.85; poles, 10c to \$5.50.

*Tells Its Own Story, Well and Briefly.***Table Linen.**

68 inches wide at 24 cents. You will observe that we call special attention to the width—quality too, is up to the usual "Leader" standard. Half bleached, in several desired patterns, of good weight, nicely finished, and full sixty-eight inches in width. Sold by The Leader at thirty-nine cents a yard—and a decided bargain at that figure. All you want to-morrow at 24 cents.

*All Right.***Dog Collars.**

Your dog's wardrobe is not expensive. You never had to buy him many clothes, but a new collar is certainly needed now and then. How about the present time? We are ready to supply your needs.

We engrave the owner's name, the license number or the dog's name, on any collar purchased of us—free of charge. All sizes of collars; all trims—fancy or plain; expensive leathers or cheap, just as you will—15c to \$1.50.

*Right on Time.***Opening of Stylish Summer Shirt Waists.**

There's more Shirt Waist inspiration here to-day than you can catch from a score of fashion journals. Fail to see our Summer collection while it is at its best and you'll miss a sight well worth your while. It will surprise you to see such a wide variety, even at this store. There are dainty embroidered Swiss and muslin waists, in figures and dots, French chambray waists, in soft plain colors, waists of French percale and the exquisite David and John Anderson gingham. Some are made plain, some fancy. They are marvelously pretty waists. We never invited you to a more interesting showing.

Prices as high as \$7.50; as low as \$1.

*Lacks Nothing But Prices.***RUGS.**

Rugs give an air of cheer and refinement to the home, to say nothing of covering holes in carpets—for which latter purpose they are unsurpassed.

Come and see our pretty assortment of Smyrnas. When you see them you'll opine—and rightly—that we're after the Rug business of D—.

*Booksellers Should Make it a Point to Get the New Books.***To Have and To Hold.**

the Novel that every one likes—98c (by mail, \$1.10).

Red Pottage—English Society Novel, \$1.10 (by mail, \$1.20).

From Kingdom to Colony—the best of all Revolutionary stories, \$1.10 (by mail, \$1.20).

The Bronze Buddha—a great Occult Romance, \$1.10 (by mail, \$1.20).

Richard Carvel, 98c (by mail, \$1.10).

David Harum, 98c (by mail, \$1.10).

Janice Meredith, 98c (by mail, \$1.10).

When Knighthood Was in Flower, 98c (by mail, \$1.10).

Via Crucis, 98c (by mail, \$1.10).

A Remedy for Rheumatism.

Limping Around On One Leg

supporting the other with a crutch or cane, is useless and foolish. If you have Rheumatism why don't you rid yourself of it by treating the affliction with S's Sure Rheumatic Cure? It's just what the name implies—a sure cure for rheumatism in any form.

We have such confidence in it after noting its beneficial work in hundreds of complicated cases that we guarantee every bottle. Price \$1.00.

Sounds Convincing.

Practical Paper Hanging.

One of the reasons why we do so much papering is that we do good work. The other reason is that we sell good paper. Appropriate wall paper, that is, wall paper that is selected so as to harmonize with the surroundings, is a constant source of joy to the home. The proper time to paper is when the rooms require it and there is no better place to find just what you desire in Design, Quality and Price, than at our store. Remember we go anywhere for business and whatever we do, we do well.

For a Millinery Opening.

Trained taste has chosen, expert knowledge has bought, deft fingers have wrought and artistic hands have arranged for you, in one of the handsomest and most easily accessible Millinery Parlors in the city, a brilliant and worthy display that makes the most important and entertaining event in the story of the Stone's Store unequalled Millinery.

Our long acquaintance with your tastes and wishes, the freest access of our buyers and trimmers to all that's newest and best in Millinery, and our enlarged stock and greatly increased facilities, have enabled us to make a display that will be the most artistically fashionable, and, withal, economical expression of your every Millinery thought.

A most cordial invitation to attend this very unusual display is extended to all the ladies of D. and vicinity.

Some Straight Talk with Prices to Back It.

A Good Place to Buy Rugs and Carpets.

Second week of selling Rugs less than any other store; every one who has Rugs to buy should pay us a visit.

Don't buy here unless we are lower than others.

Don't keep a rug if you would rather have your money back.

Don't hesitate to find fault if you're not satisfied.

Don't fail to tell us if we're high on anything.

One of the best rugs for service is a Wilton. As a rule they're expensive, but not here.

Elsewhere, 8 ft by 3 by 10 ft. 6, \$30 to \$33; here, \$23. Elsewhere, 9 ft by 12 ft, \$35 to \$40; here, \$26.

Axminster Rugs are rich, effective, and if bought of us not extravagant; for instance, 9 ft by 12 ft only \$19, worth \$25.

"Royal" and "Imperial," highest grade of the two best makes of Smyrna Rugs at prices to command your immediate attention.

Anywhere, 6 ft by 9 ft, \$15; but here, \$13. Anywhere, 7 ft by 6 by 10 ft 6, \$25; but here, \$19.75. Anywhere, 9 ft by 12 ft, \$35; but here, \$27.25.

Fifty other kinds of Rugs.

Some Readers Might Reason that this Advertiser's Prices are so High that he Dare Not Print them.

For the Spring dressmaking are needed things just now, and this store is the place to get them.

W. cutlery has been known for over 50 years as the top-most standard of cutlery goodness, so you're safe in trading here.

We sharpen scissors, shears, pocket knives, razors and all sorts of cutlery—skilled work.

For a Bowling Alley.

Don't Be a Lobster.

A lobster is a man who keeps paying doctor's bills when a little of that health giving sport, Bowling, would put him right in a month.

Bowling is a sure cure, "it works while you play."

THREE IN ONE

THE NEWSPAPER READER
THE BILLBOARD READER
THE CIRCULAR READER

ARE all caught by the Street Car Card, and it catches them at a time, too, that most of them are out on purchasing trips. Could you wish for a better condition for pushing your goods? Street Car Advertising is mighty good advertising or you wouldn't find so many prominent advertisers in our cars. Isn't that a fact? We have more such facts that we are willing to tell you.

GEO. KISSAM & CO.,

253 Broadway, N. Y.,

THE CAR CARD MEN.

LARGEST CONCERN OF ITS CHARACTER IN THE WORLD.

THERE IS A GOOD LESSON TO YOUNG ADVERTISERS

in the number of national advertisers whose cards are to be found in Street Cars. They have been through the mill and know what class of advertising pays. Surely

STREET CAR CARDS PAY

or they wouldn't stay year after year. If you want to know more about our system of Car Cards, write or call — you can't ask too many questions about Car Advertising.

GEO. KISSAM & CO.

253 Broadway, New York.

THIRTEEN BRANCH OFFICES.

WRITTEN BY ROY MCCLARY, BURKE, IDAHO.

A CARD IN

Kissam's Cars

WILL CARRY CUSTOM
TO YOUR COUNTERS.

It has been said that he is a wise man who profits by the experience of others. Take heed, then, ye doubtful, and send in an order for space in the great Street Car Advertising system controlled by GEO. KISSAM & CO.

Many of the firms whose products have become household words have won fame and fortune through catchy cards in the Kissam cars that carry your would-be customers. The results will be like mountains at mole-hill cost. Come and consult us, or we will go and confer with you. A simple request may be your wedge to wealth.

GEO. KISSAM & CO.,

253 BROADWAY, NEW YORK.

13 Branch Offices.

Written by Geo. W. Bull, Chicago, Ill.